

**a great
\$5.00 value
for
\$3.75**

"Beautiful"
—Ellen Glasgow

BOOK-OF-THE-MONTH
CLUB SELECTION
FOR NOVEMBER



"A
money in
the bank
best-seller"
—Retail
Bookseller

NOTE:

The following books listed in our Fall Catalog have been postponed! "No More Sea", by Wilson Follett; "Sigurd Torlietson's Horses" by Svend Fleuron and "Psychobiology", by Adolf Meyer.

The following books have been added to our list: "The Empress," by Carola Oman, author of "Miss Barrett's Elopement," etc.; "Red Death", by Gilbert Collins, author of "Murder At Brambles"; "The Fall Of The King" by Johannes Jensen, who once lost the Nobel Prize by one vote... who knows, he may not lose this year; "The House Of Strange Guests", by Nicholas Brady, a mystery story introducing that delightful detective, the Rev. Ebenezer Buckle.

HENRY HOLT
AND COMPANY
One Park Avenue, New York

The story of the most important week in a young girl's life; the week of her first dance, the week in which she steps from adolescence into the world of men and adult living. Every advance reader agrees that the book represents Miss Lehmann's finest and most salable work to date. Every woman will re-live in this book the days of her own first dance.

To be published October 28th, price \$2.00.

"The novel of the autumn."

—Hugh Walpole

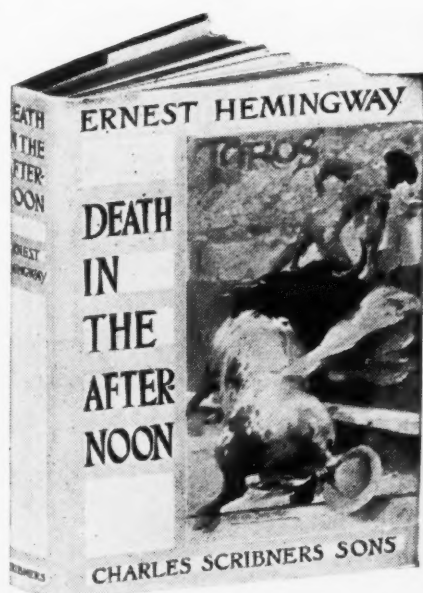
"Will be a box-office hit."

—Publishers' Weekly

"How penetrating it is, and how gracefully done! It gave me pleasure."

—Julia Peterkin

"The Scribner big guns have begun booming." — *New York Evening Post* "Spot News."



Death in the Afternoon

by

Ernest Hemingway

Third big printing. Listed by *The New York Times* and the *United Press* as a best seller in the leading bookstores of New York, Philadelphia, and Boston, and by the American News Company as third on its list for the entire country (Oct. 4).

\$3.50

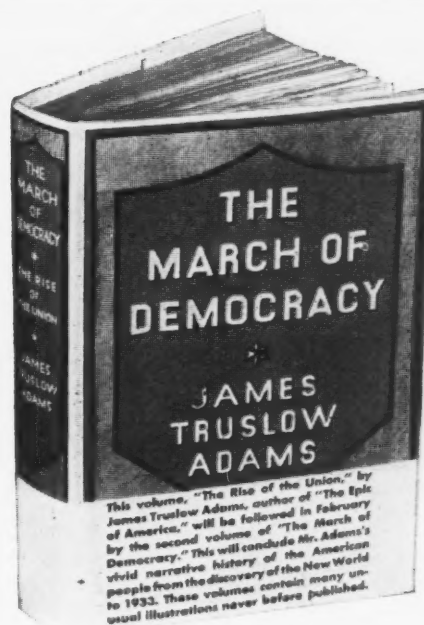
The March of Democracy

the new book by

James Truslow Adams

Third big printing. Listed by *The New York Times* and the *United Press* as a best seller in the leading bookstores of Chicago, Boston, Washington, Atlanta, St. Louis, and by the American News Company as second on its list for the entire country (Oct. 4).

\$3.50



and these will be booming soon

Flowering Wilderness

by

John Galsworthy

\$2.50

Nov. 11th

Our Times: The War Begins

by

Mark Sullivan

\$3.75

Nov. 18th

CHARLES SCRIBNER'S SONS, NEW YORK

THE RESPONSE

of the trade to those titles on my Fall list already announced ("42nd Street", "Loudmouth", "Rage in Heaven", "Torch Singer", "Dark Luster", "Can You Trust Your Daughter", "Indulge the Lady" and "Three Killers") has been gratifying. I am continuing my policy of publishing only those works which warrant the expectation of substantial sales. Here I present three more. They will be prominent among your Christmas sales-leaders. Order with confidence.

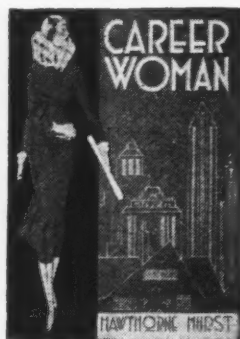
agreed H. King

WARREN**WRITES A
NEW NOVEL**

The author of "Forever and Ever" has earned an impressively large audience through his skillful interpretation of basic human emotions. His latest novel is his best—

it will gain for him a still larger following.

"Mad Melody" is the story of Marcia Powell who thought that a hundred thousand dollars could never be spent and that her voice was as pure as Jeritza's. Because Warren Spencer prefers to deal in realities, she quickly suffers a double delusion.

**CAREER
WOMAN**

by **HAWTHORNE HURST**

In Hawthorne Hurst, Brock Pemberton, famed theatrical producer, saw the potentialities of a gifted dramatist.

Those qualities which Mr. Hurst first displayed in "Via Manhattan" come into full play in "Career Woman." The problem of a woman in business versus her other self, the woman in love, is today gripping the imagination of thousands. There is, consequently, an audience eagerly awaiting such a book as this. It is strong stuff—brilliantly handled.

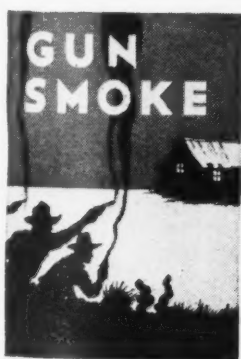
November 17th—\$2.00

SPENCER MAD MELODY

In Paris, where she fled, there were two men. One was a struggling student, the other a self-appointed genius. Marcia's life crossed theirs with tragedy. Crossed theirs and ricocheted against that of a third man, Loring, who thought the world lay in his check-book. To these four, things happened. Things which had to happen in the strange juxtaposition of their lives.

"Mad Melody" is a dramatic tale told with restraint and with full appreciation of human values.

November 10th—\$2.00



GUN SMOKE by CHARLES WESLEY SANDERS

The author of "Riders of the Oregon" has created another grand Western remarkable for its faithfulness to facts.

There is an eager audience for Westerns and Mr. Sanders is gratefully regarded by a preponderant percentage of it. His readers have learned to expect rich, vibrant color from his pen. They get it again in his latest novel. It is a thrilling narrative, told incisively and with a sure sense of the dramatic.

November 17th—\$2.00



**Alfred H.
K I N G**

432 Fourth Ave.
New York

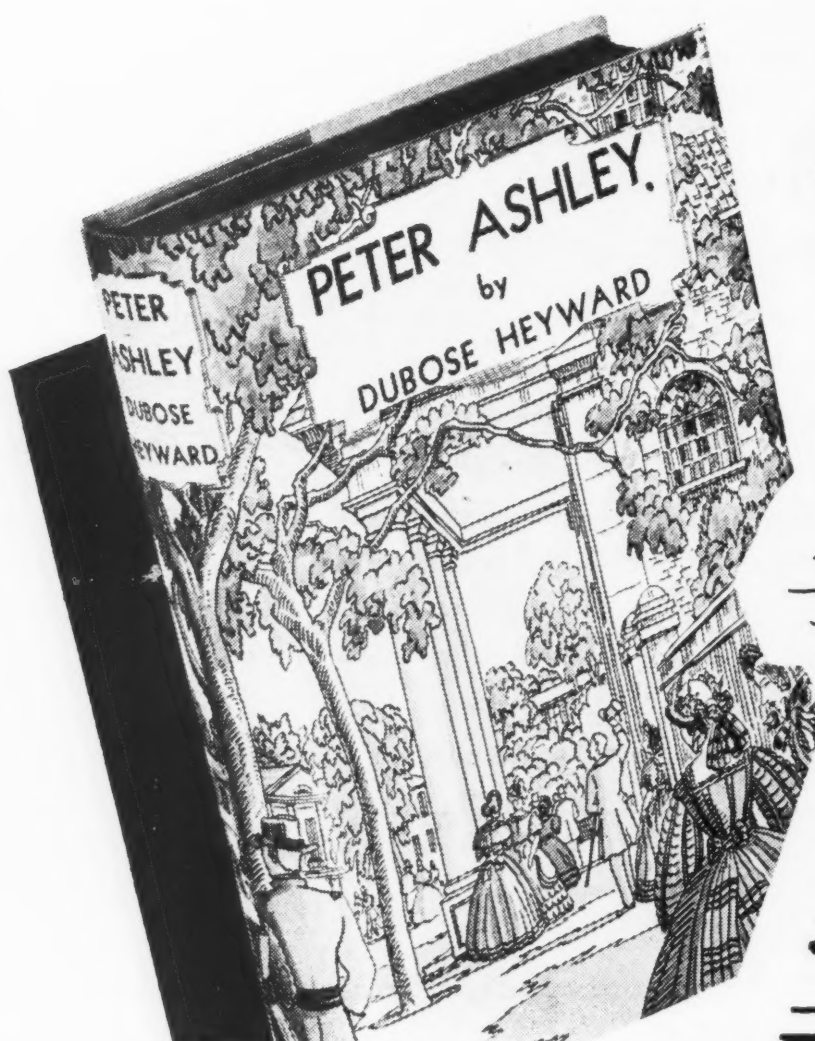
The first novel in three years by the author of "Po

DU BOSE HEYWARD

"I want to congratulate you all on what seems to me to be one of the very big books of the year.

It is comforting to think that such a beautiful novel is sure to be a best seller.

It is astonishing to me that Mr. Heyward could turn from his extraordinary stories of negro life to the aristocracy of old Charleston."—Marcella Burns-Hahner



FARR RIN

9 East 41st St., New York

the of "Porgy" and "Mamba's Daughters"

PETER ASHLEY

Rated **AAA** by the
*American News of
New Books:*

"There can be no doubt about the worth of this book. It is going to receive the reviews and the advertising and we can imagine no reader failing to be held whether or not he appreciates. We are sure it will become one of the big successes."

WE have prepared a nation-wide advertising campaign for "Peter Ashley," featuring throughout drawings by John Allen Maxwell.

Posters in pastel colors, 11" x 14", and newspaper mats supplied on request.

Send for a free advance copy of the novel, now!

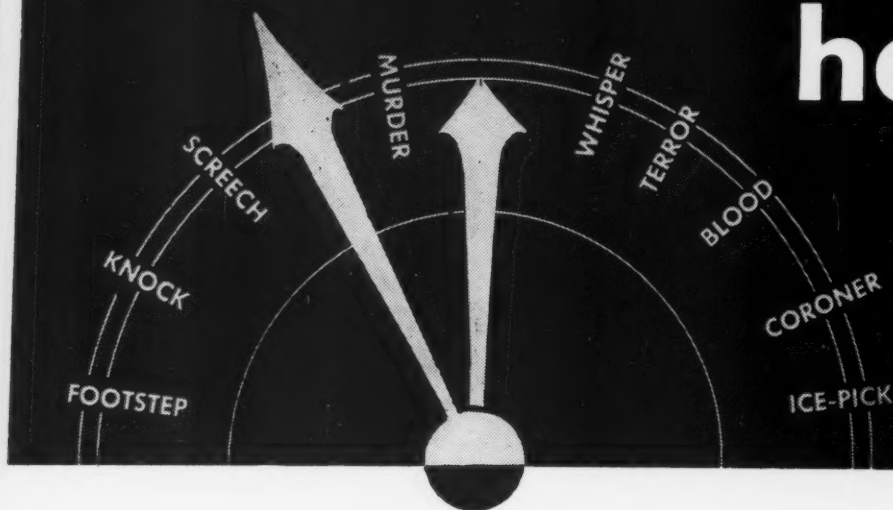
\$2.50
October 24

A novel of romantic, colorful
Chen that moment
just the Civil War,
whom ran high
and good still! Peter
Ashley, the young
Chenian who be-
lieved and fought
for on, is a great
American, and un-
der his story lies the
tum filled the days
before cataclysm.

RR RINEHART

128 University Ave., Toronto

Again...the Time has Come



...for a Smash-hit by **RUFUS KING** like **MURDER BY THE CLOCK!**

And here's the book! The popular Lieutenant Valcour faces his strangest and most dangerous case. Rufus King paces out a tale of murder which will show plenty of speed in bookstores. It's in keeping with his straight line of remarkable successes, including "Murder by the Clock," "Somewhere in This House," "Murder by Latitude," etc. Put your money on this book if you want a steady mystery best seller this Fall!

\$2.00

**Coming
Nov. 9...**

THE CRIME CLUB, Inc.

Garden City, N.Y.

VALCOUR MEETS MURDER

FORGIVE US OUR TRESPASSES

*A new novel
by the author of
"MAGNIFICENT OBSESSION"*

44

LLOYD C. DOUGLAS



PUBLISHED three years ago by another house without sensational promotion or ballyhoo, "Magnificent Obsession" became *a best-seller by popular demand*. It has moved steadily, not only in the East, but in the South and West as well. Month after month it has stood high on the best-seller lists.

WE believe that Lloyd C. Douglas's second novel, "Forgive Us Our Trespasses," which we are bringing out in November, will be an even greater blessing to the trade. It marks *an important movement of the pendulum* away from the ultra-sophisticated novels of the last few years.

HERE again is idealism at work among men and women of affairs. Here again is warmth and sympathy and human interest without the sticky taint of sentimentality. But in "Forgive Us Our Trespasses" there is a new ease and a new power. It is in a number of ways a maturer and more finished piece of work.

NATURALLY we are doing everything we can to help its sale. There will be a \$4,000 advertising campaign on publication, with post-cards, posters, circulars, special ads, etc.

We don't *think* this book will sell, we *know* it will.

★★★ *Houghton Mifflin Co.*



THE FALL'S BIG NOVEL...



It has an enduring quality, a vitality and a philosophy that rank it with OF HUMAN BONDAGE. It is Maugham's first novel since **CAKES AND ALE . . . a certain Best Seller for this Fall and many seasons to come.**

This book takes Somerset Maugham back to the East. It is laid in a fateful Malay island — with a heroine who loved men to their destruction—seen through the eyes of Doc Saunders, who is one of the author's greatest characters. It has a wider appeal than

"Cakes and Ale." We believe that Maugham has never more successfully combined brilliant writing with thrilling plot. Coming Nov. 9—\$2.50. (It's not too early to begin taking first edition orders now.)

DOUBLEDAY, DORAN

W. SOMERSET MAUGHAM THE NARROW CORNER

"JOHN JOSEPH MATHEWS is not only an Indian (a member of the Osage tribe) but a white man, trained in the culture of both America and Europe, with an artist's eye and a poet's gift of expression," says Kenneth C. Kaufman.



The thousand phases of the doomed culture of the Osages are brought into focus through the author's own experiences and through notes kept for many years by Major Laban J. Miles, government agent on the Osage reservation. Major Miles was an uncle of President Hoover.



And yet this is not a history of facts—it is a series of moods, tableaux, impressions, portrayed with a kind of clairvoyance, so that people and scenes stand out with something of the supernatural brightness of a desert mirage.



NOVEMBER
CHOICE

BOOK-OF-
THE MONTH
CLUB

ONE OF A DUAL
SELECTION

*"The capture in words
of a vanished life"*

—DR. HENRY SEIDEL CANBY

characterizes this Biography of a Race, in the Book-of-the-Month Club *News*. He says: "There has been no book quite like this about the Indians, or for that matter about the end of the epic age of the Great Plains... WAH' KON-TAH is a chronicle of friendship which would be moving if written of any people. These Indians are human beings to the nth degree . . . and yet are genuine survivors of a heroic age, and with a Homeric quality."

WAH' KON-TAH

THE OSAGE AND THE WHITE MAN'S ROAD

by John Joseph Mathews

WAH'KON-TAH was the Great Spirit of the Osages. "Mathews leads the reader into a fresh and stimulating world of rare charm and interest. His Indians are genuine, his scenes exciting, his descriptions of nature sheer poetry"—Stanley Vestal, biographer of Sitting Bull.

To be published November 1st. 360 pages, illustrated \$2.50

UNIVERSITY of OKLAHOMA PRESS—Norman

(Represented to the trade by American News Company and branches, Baker & Taylor, and University of Chicago Press)

Our editor writes a sales letter

—ESSANDESS



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Mr. Christopher Ronne
R. F. Clapp Inc.
52 North Pearl Street
Albany, N.Y.

386 *Fourth Avenue* NEW YORK
Telephone ASHLAND 4-4300
Cable Address ESSANDESS

October 3, 1932

Dear Chris Ronne,

Last Spring I extracted my feet from the editorial waste basket and tried to sell books all along the line from Buffalo to Clapp's Bookstore. Even editors can learn. For example, I learned to respect the labors of Lawrence Hoyt, Esq. of our sales staff. I also learned something about how books are sold.

I watched you on the floor for a half hour and saw how a single book-seller can sell a book, if he really believes in it.

That's why I'm writing this letter.

It's a novel this time. It's got a few things against it. It's a first novel. It's by an unknown author. It's pretty long. It's not even a book club selection. You can see it's somewhat in the category of Thomas Wolfe's Look Homeward, Angel or George Davis's Opening of a Door. You didn't lose money on those books. Nobody did.

I believe in Leonard Ehrlich and in his book, God's Angry Man. I think it's the finest first novel any American has produced since Look Homeward, Angel; and it's certainly the finest first novel I've read at my desk here in seven years. The youngster who wrote it spent four years doing it.

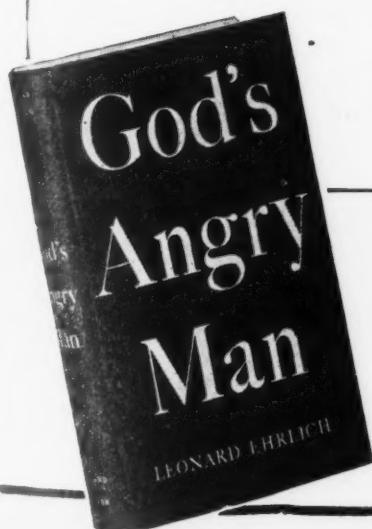
Highbrow critics like Joseph Wood Krutch, Waldo Frank and Newton Arvin discovered this novel in proof. John Erskine hails it as a remarkable work. Ruth Hale has gone into a conniption fit about it. And there are plenty of others who feel the same way. Our advertising man will tell everybody all about it after publication date (October 31).

But don't take his, my, or their word for it. I'm sending you an advance copy. Read it yourself, will you? I think it's got best seller possibilities. I know it's got good seller probabilities. I'd like you to believe in it the way all of us do down here.

Sincerely,

Clifton Fadiman

CLIFTON FADIMAN
Editor, Simon and Schuster, Inc.



*God's Angry Man by
Leonard Ehrlich will be
published October 24th.* PRICE
\$2.50

The Mark of Clean Books



TEMPLE BAILEY



**Miss Bailey's Books are Always
Best Sellers**

Over 2,000,000 Copies Have Been Sold

LITTLE GIRL LOST

Dorothy Dix says

"Delightful. No one else, I think, has so light a touch as you, nor can portray so delicately the mystery of a young girl's heart. To read one of your novels is to have one's faith restored again in love and romance and all that is beautiful and sweet and fine in life, and it is no wonder that they are always best sellers. Most of us readers are so tired of being fed on swill from the swine troughs of sensuality and are so hungry for the angel food you give us."

\$2

The Penn Publishing Company

Philadelphia

The Mark of Clean Books

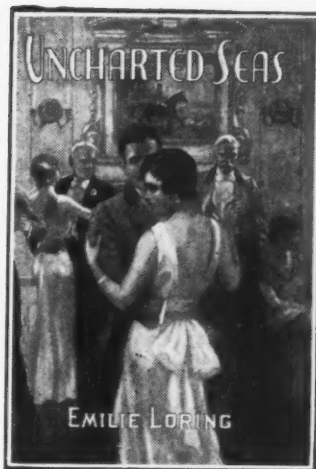


UNCHARTED SEAS

EMILIE LORING

Set in a charming New England countryside, this is a story of the turf world and of lovely Sandra Duval.

[\$2.00]



**YEARS OF
ACHIEVEMENT**

FRANCES R. STERRETT

The amazing growth of an American family which had its origin in two courageous young people who traveled from Norway to Minnesota in the sixties.

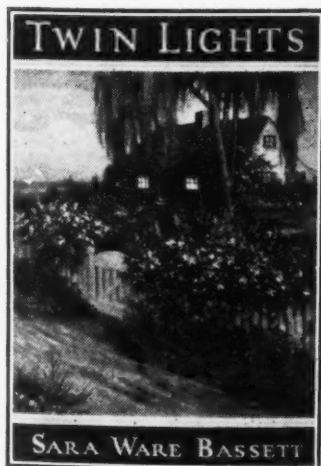
[\$2.00]

OUT OF THE DARK

GERTRUDE KNEVELS

A thrilling murder-mystery in spiritualistic circles, full of suspense and with a thread of humor that will cause chuckles of delight.

[\$2.00]



TWIN LIGHTS

SARA WARE BASSETT

A tale of Cape Cod and of two elderly spinsters whose native characteristics make a subtle and amusing story of New England.

[\$2.00]

The Penn Publishing Company Philadelphia

OLA



The Children's Book of the Year!

This engaging boy's picture-story book was published October 5th. Already it is being welcomed as one of the loveliest books in many seasons. People are saying:

● "It is very lovely in design and texture. I shouldn't think the Newbery Medal committee would have to sit at all this year."—*Josephine H. Thomas, The Children's Bookshop, New Haven, Conn.*

● "To my mind it is one of the most distinguished books that have been published in years. It makes in every sense of the word a very real contribution to children's literature and the art of book-making."—*Della McGregor, St. Paul Public Library.*

● "We think it is the finest picture and story book for children we have ever seen."—*Carl Norman, advertising manager of the American-Scandinavian Foundation.*

● "OLA is just too beautiful for words."—*Lena Barksdale of Lord & Taylor's Bookshop.*

● "It is really perfectly grand."—*Elizabeth L. Gilman, Farrar & Rinehart.*

**By Ingri and Edgar
d'Aulaire \$2.**

JUNIOR BOOKS

DOUBLEDAY, DORAN & COMPANY, Inc., Garden City, N. Y.



THE NEW NOVEL BY **REX BEACH**



BEYOND CONTROL

The action takes place in the air and on land; in the North Woods, and on Park Avenue. The hero is "Casey" Had-don, a wild and lovable character, a dare-devil aviator who is a great flyer in spite of the desire for drink against which he struggles. ¶ **BEYOND CONTROL** again proves Rex Beach America's master of the adventure romance. ¶ **BEYOND CONTROL** is sure-fire for the hundreds of thousands of Rex Beach fans.

Coming October 13 \$2.00 net

FARRAR & RINEHART

9 East 41st Street, New York

128 University Avenue, Toronto

for the "Forgotten Man"

{all 40,000,000 of him!*}

Not FARM Relief... BOOK Relief

Relief from the *how* and the *why* of Economics, from the *if* and the *when* of Finance, from the *who* and the *what* of Politics • Relief and release and surcease . . . a nepenthe for the multitude of trials and troubles of everyday life.

Adventure . . . !

*The lure of remote tropic island,
or of night over a desert waste —*

*The charm of a Persian garden,
or of a Rhenish castle's keep;*

*The thrill of a Bedouin raid,
or a Mexican bandit cave.*

Every man and boy . . . and more of their sisters than you'd suppose . . . regardless of age or present condition of depression, fosters a yearning for adventure. President Wilson solaced himself with colorful tales of adventure; so did the beloved Chief Justice White . . .

Every male client on your lists is a prospect for

Yonder Lies Adventure

By E. ALEXANDER POWELL

The story of his forty years of wanderings, from Lapland to Zululand, and to points between as foreign newspaper correspondent.

Published October 25th . . . \$3.50

*U. S. Census estimates, males over 15 years.

THE MACMILLAN COMPANY, NEW YORK

THE FIRST ISSUE IN DECEMBER 1932

THE DOLPHIN

a journal of the making of books

Edited by Frederic Warde

Published by The Limited Editions Club

EACH year finds an increasing number of people interested in the collecting of books and the ways in which they are made. The previously esoteric group of book-collectors wise in the ways of typography is increased by a far larger group of people eager to know more about typography. To both these groups *The Dolphin* will present a record and a survey; the record consisting of a series of articles by the outstanding typographers and bibliophiles of the world upon the history and technique of the making of books; the survey consisting of an annual review of fine book printing throughout the world, with specimen reproductions of interesting bindings, illustrations, type pages, papers and types. The attempt will be to have these articles forthright and simple, sprightly and amusing.

The first issue will be printed in an edition of 1200 copies, of which 600 were reserved for sale to the members of the Club, and 600 are now for sale generally at ten dollars per copy. It is obviously to the interest of the intelligent bookseller to place this journal in the hands of his interested customers; a discount of forty percent will be given by the publishers.

Circulars can be secured from

The Limited Editions Club : 551 Fifth Ave : New York

Another *WALTER J. BLACK* Book

20 of the World's Most Popular Books—In Genuine Leather

Companion Classics

NEVER in the history of the book business has there been anything like the *Companion Classics*. They have been published with two ideas always in mind: **SALABILITY**, quick, easy, big, year-round; and **VALUE**, unequalled in format, finest contents, lowest price.

Every title in the *Companion Classics* won its place there for just one reason: actual records of booksellers and wholesalers show it to be one of the books most in demand twelve months

Tremendous Advertising

Full page advertisements and back cover pages in national publications and book reviews will tell every book reader in America about the *Companion Classics*. The same sales-producing type of advertising that started the stampede for the famous *One Volume Editions* will send the crowds into your store for the new *Companion Classics*.

of the year, year in and year out, all over America. Study the 20 titles. The more you look at them the more you'll realize what an extraordinary group of sellers have been included in the *Companion Classics*. Twenty bull's eyes and no duds.

Today the strongest crowd-puller is a low price plus a high value. In *Companion Classics* you can offer the lowest price and the highest value. Fill your window and watch them buy. Boom your Fall business with them, and build up to the biggest sales you've ever had on a single line of books.

Liberal discounts. Order now.

Everything in the
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NE

New SIZE. Attractive size,
4 1/4" x 6 1/4"; easy to hold.

New BINDING. Sheepskin, flexible, popular finish.

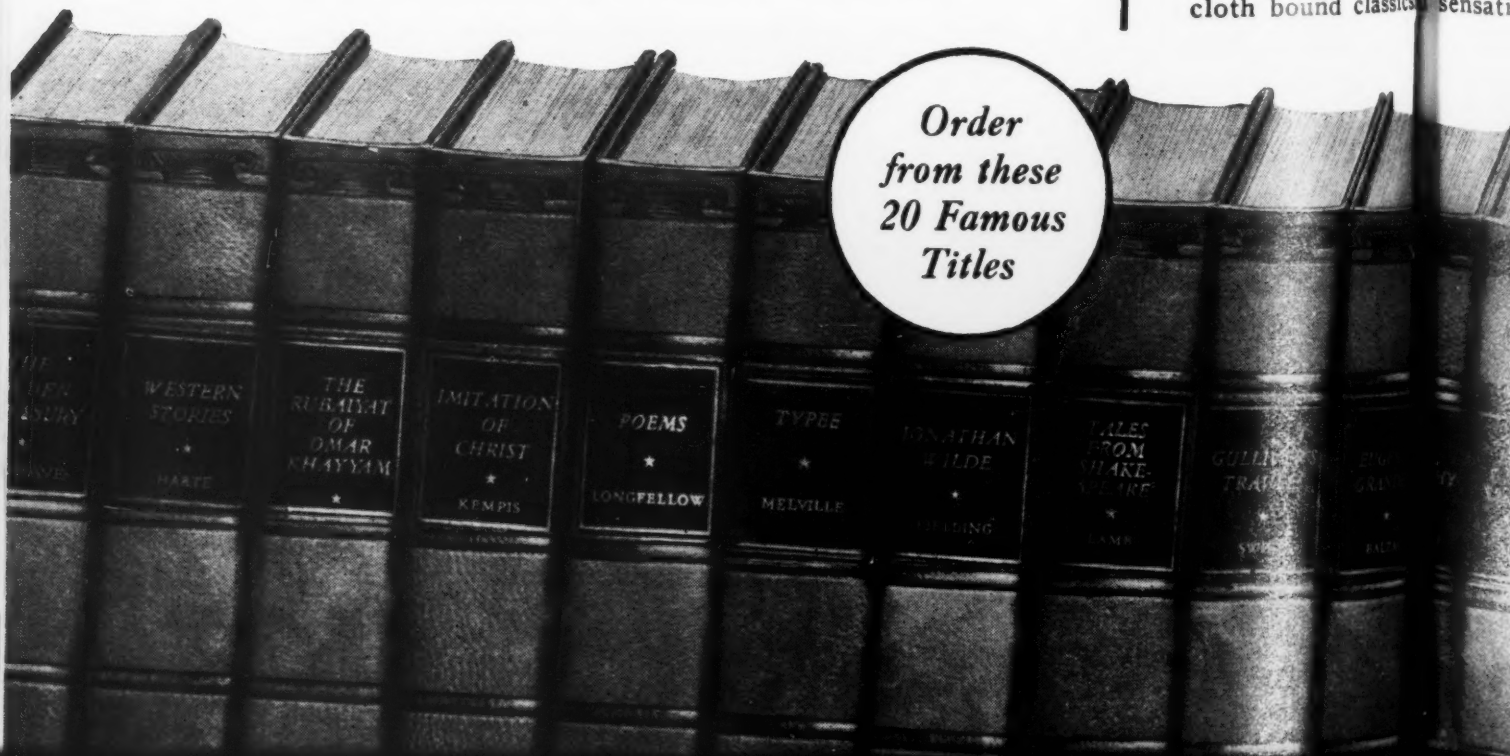
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New PREFACES. Every volume by Ben Ray Redman, author, editor and critic. Informative and delightful.

New PRICE. 75¢ hard of leather bound books than most cloth bound classics. Sensational.

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it
or not"*



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OF THE WORKS
OF 146 AMERICAN AUTHORS
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BY

Merle Johnson



EDITION LIMITED TO 1000 COPIES

Price Ten Dollars

PUBLISHED BY

R. R. BOWKER COMPANY

62 WEST 45TH ST., NEW YORK

IN an old English portrait, she was called "The Ugly Lady." But she wasn't ugly. Mr. Tarkington looked and wondered: *Who was she? What did she do?* Nobody could tell him—so to relieve his perplexity he wrote a novel about her . . .



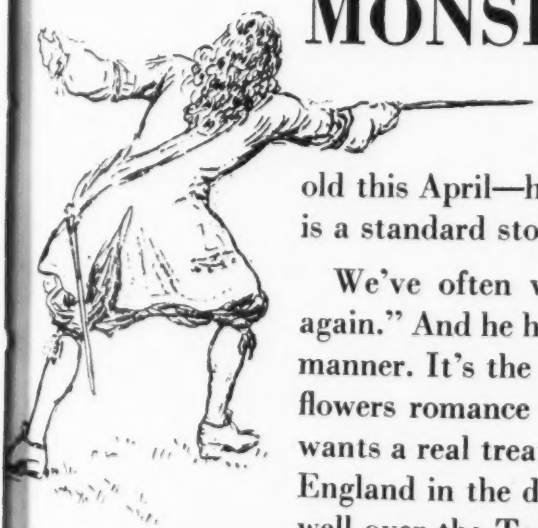
Booth Tarkington's

great successor to

MONSIEUR BEAUCAIRE . .

"Monsieur Beaucaire" is one of the most popular of all American novels. It was thirty-two years old this April—has sold 264,690 copies—still sells in every edition—is a standard stock item.

We've often wondered if Booth Tarkington "could ever do it again." And he has! **WANTON MALLY** is in the genuine Beaucaire manner. It's the most wistful, dashing, human, lovable swords-and-flowers romance we've read since we were young. To anyone who wants a real treat in refreshing fiction, recommend this gay novel of England in the days of Charles the Merry. We're expecting it to go well over the Tarkington maximum. *Illustrated by Joseph Simont*



WANTON MALLY

Coming Nov. 9—\$2.00

DOUBLEDAY, DORAN

"ONE OF THE REALLY IMPORTANT BOOKS OF 1932."—Benjamin Stolberg, N. Y. Herald Tribune.



**JOHN D.
ROCKEFELLER
AND HIS TIMES**

By John T. Flynn

Author of "Investment Trusts Gone Wrong"

"GOD'S GOLD is a book to put on your shelves beside THE AUTOBIOGRAPHY OF LINCOLN STEFFENS, one of the Really Significant Panoramas of Golden Amercia." —Lewis Gannett.

The first reviews on a big book, the first of the Harcourt, Brace Fall Biographies. Advertising has already been ordered in these national media: N. Y. Times, N. Y. Herald Tribune, Saturday Review of Literature, Harpers, American Mercury, Forum, Scribner's, Nation, New Republic.

**HARCOURT, BRACE & COMPANY
383 Madison Ave. New York**

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 8, 1932

Reflections on Window Dressing

A Good Display Aims To Increase Sales and To Increase Store Prestige. How These Ends Can Be Achieved Is the Subject of This Article

Warren Wright

Formerly Window Display Manager for Putnam's Book Store

"LORD, WHEN YOU SELL a man a book you don't sell him just twelve ounces of paper and ink and glue—you sell him a whole new life. Love and friendship and humor and ships at sea by night—there's all heaven and earth in a book, a real book I mean," so said Roger Mifflin of "Parnassus on Wheels" fame. Some such feeling for a given book is the first requisite for a good display.

Few of us outgrow the pleasure of playing with blocks and it's an unfortunate thing that books are of such size and shape that it is very simple to arrange them symmetrically and even interestingly. Unfortunate, because such a display can be made as easily with cigarettes, soap, or dozens of other commodities which lack the quality we are really selling when we sell a book. Since it is not "twelve ounces of paper and ink and glue," let's try to portray what it is, to the person who barely suspects.

Our interest in display simmers down to the desire to increase sales and to increase store prestige. A good display aims to fulfill each of these objects in a more or less equal measure. An old type of bookstore window seems to have stopped at the point of maintaining store prestige. In following a natural inclination, appealing strictly to booklovers, too great an interest has been presupposed and the display frequently served only as a lure to the book-

lover, who is already a customer. To increase our sales materially, we must seek out the new reader and cater to him. This can be done with no loss of dignity.

Two ways of enticing this new reader into the bookshop suggest themselves. First of all, we must admit that we are competing with radios, movies, magazines and many other distractions, for this reader's interest, and we must approach him in an every day fashion. Then, we must display books which will sell to him with the least resistance, that is books that are in the limelight one way or another, or books which we know have a great general interest.

A type of book which has little sales resistance is romantic fiction. As we are no longer aiming to be literary arbiters but successful merchants, let's be secure in our knowledge that reading taste always improves and really play on books which are selling. Of late many a bookseller has come to respect his circulating library and has found that with the help of Ethel M. Dell, Berta Ruck, Temple Bailey, Kathleen Norris, and so on, he is bringing new people into his store and incidentally finding out something about the reading tastes of an occasional old customer. If without interest, display or sanction, quantities of these lighter books are sold, we may expect an increased sale when we display these books adequately. The book-

seller who feels that his clientele is above this type of book should check up on total sales of this type of book as opposed to his favorites, and then make sure that he is getting his share of these sales. This is business which bookstores often seem to have literally driven to the department stores.

A survey in the ready to wear departments of a certain department store recently showed that the best selling price line was, for example, goods between twelve and fifteen dollars, in fact 67% of all business was done in that range. However, a check of the advertising showed that this merchandise was receiving only 25% of the advertising and display appropriations. It was reasoned that with display proportionate to this volume, an increase was inevitable. When this was done a substantially greater business was done here, with no loss in the other sales. The bookstore parallel will show up beautifully as we use stock control cards and lead to a great simplification in the choice of types of books to display regularly.

The window which merely stops the passerby is only a partial success, though every amused, puzzled, or interested glance accorded a display is of profit to the store and the books displayed. We know perfectly well that Benvenuto Cellini is as modern as the airplanes he foresaw, but an orderly display of various editions and bindings of his autobiography interests no one who is acquainted with the treasures inside. Think of the potential audience still waiting for this book when we start appealing to the warrior, the aviator, the artist, the craftsman, and how many other human beings to whom this is a new book. A dozen ways of featuring this book that would attract a large crowd could be worked out easily.

Anything that is unconventional in a display catches the eye instantly. For example, the sand on the floor of the window in our display of William Beebe's "Nonsuch"* was violently different from the faded plush so familiar in bookstore windows.

Many times a display for which we have assembled the most material and feel the most confident will be a tough one to put

across. For a window featuring two circus books last spring we got together a life-sized mechanical clown, a ring, saw-dust for it, balloons, toy animals, dozens of posters, pennants and heaven knows what all and were really looking forward to a grand time doing this window. In our youthful enthusiasm we seemed to have forgotten, until we'd practically finished, that we were displaying some books about the circus and not rivaling Ringling Brothers, so, gay as was our window, we had to begin over again. With a quantity of books in mind as our central theme and not a moving clown, we began again. The experience playing with blocks gives one is not to be sneered at, in fact this proved to be a time when we felt more experience along that line would have been valuable equipment. When this window was pronounced finished along about eight hours after the store had closed, the rhythmic arrangement of the books was by far the most interesting feature of the window despite the gyrations of the clown, the gaiety of the balloons and three small posters retained. Here indeed was example of the theory frequently advanced for display, to insure the perfect bud, we must prune and prune and prune.

Following the "Nonsuch" window mentioned above, we were scheduled to display "The Tragedy of Henry Ford."* Sheer laziness was responsible for the treatment of this display. The handling of four sacks of sand so soon again, seemed more in the nature of stevedoring than playing in the sand and besides, what more natural background for a Ford than a sandy road! A large photostat of a model T Ford was cut out with a jig saw and while it seemed almost to breathe already, when it was placed up the sandy road, coming toward the window front, it really began to vibrate naturally.

The color scheme in this Ford window was an added appeal. The grey of the sand and the grey and black book jacket, the black photostat and actual parts of an old Ford with some green grass around, were harmonious enough, but it was the red stained top of the book itself which topped the window. Stained tops are assuredly appreciated by the display man.

[* See p. 1565 of *Publishers' Weekly* for April 2.—Ed.]

[* See p. 1727 of *Publishers' Weekly* for April 16.—Ed.]



The rhythmic arrangement of books makes this display outstanding. This illustration is reprinted from the issue of May 4th in which the window was awarded one of the bi-weekly prizes

No window is ever finished to anyone's satisfaction, least of all the display man's. Sensitivity has no place in this work. However, those criticisms which come, invited and uninvited lead to good displays. The real high-light of the Ford window was overheard from the lips of a passerby on the street the morning after the window went in. This remark led to the poster on the glass which announced that "The new Ford is here."

One window which at first seemed destined to accomplish naught but prestige was a display of all of the plays running on Broadway at the time. With the books was the manuscript, author's proof of the galley and the book in various stages of manufacture. This type of thing of course always thrills the public, just as we are all thrilled to be "let in" on something, so was the crowd outside the window. Old theater programs, portraits of actors in these plays and of actors from the past with all the other material made a newsy, interesting window. However, practically no copies of the plays were being sold. From the crowd outside we felt the window was justifying itself despite this. This it finally did most emphatically. About the third

day a woman came in apparently just to compliment us on the window. Before leaving however, she announced that any store that is so interested in plays certainly deserved the support of anyone similarly interested. While she had already secured copies of all these plays would we please open an account for her and hereafter send her all new plays as published as well as anything published on the current theatre. The same day a young man from out of town came in and placed an order for first editions of three early plays by the author whose manuscript was being featured.

Christopher Morley advocates considerable more drama in bookstore windows. He suggests advance announcements of windows, for example, to stir up interest and to train people to watch the windows regularly. The idea of a closed window awaiting an "opening" at a certain hour, presenting something outstanding is one that might well be worked on by bookstores, since other merchants obviously find it successful. Since in offering books, we are offering "a whole new life, love and friendship and humor and ships at sea by night" we are pretty well equipped for doing something startling already.

The Bookshop Personnel

The Successful Bookshop Manager Must Take Pains To Know His Personnel and To See That His Personnel Knows Books and How To Sell Them

Chris Rönne

Manager of R. F. Clapp & Co., Albany

A SALES MANAGER must be a good psychologist if he is to be at all successful. It is his business to know his personnel. Three or more clerks on your force, whether male or female, or both, will have contrasting personalities. According to what you know of their personal qualifications assign them to wait on your various customers. For instance, let Miss Smith who is young and attractive wait on the men customers. Not so long ago when we enlarged our down town rental library we decided that a woman should take over this department. We have fifty per cent more men customers now than we had last year. Big interior decorating establishments know the value of suiting the clerk to the customer; and it pays in increased business. When I worked on Fifth Avenue I asked to be allowed to take care of a certain wealthy customer who had not paid her bill in two years. It just happened that we got along very well together. I sold her a library which was auctioned in New York a few years later for \$55,000 and she settled her account with the firm three months after I started waiting on her.

Enthusiasm

Every book clerk has a favorite author, a favorite book, that he likes to sell. Cash in on his enthusiasm, especially when he sells fiction, simply because it is more profitable and easier to sell a quantity of one title than a half dozen assorted titles. There should be a time limit, however. Find out from your force what book each of them likes best, and let each one push his favorite, perhaps for a month, in any way he prefers. Let each one choose one novel and one book of non-fiction if possible, then start the race and give a prize to the one who sells the largest amount,

not necessarily the most books, because the prices may vary. A small commission after 25 or 50 copies have been sold of one of these titles, according to size of the town and the store, is a splendid way to get results.

"Size Up"—Its Importance

A standardized method of approach should be required of each and every one on your sales force. Not only should it be *memorized pat*, but every possible phase in "follow-up" should be worked out beforehand, depending upon the type of customer challenged. It makes too dull reading to go into details about this sales psychology in this article, but in a final analysis there are two types of individuals considered as "prospects": The one book customer and the many book customer.

If the clerk is trained in the best way to handle these two types he will make a maximum sale in nine cases out of ten, and, if no sale is possible, or he slips up and loses, he has wasted the minimum of time. Every man, woman or child who comes into our book department is challenged thus, "Good morning (or good afternoon), may we help you, or do you wish to browse?" Sounds pretty easy, but it took us a long while before we finally agreed to use this formula. Sizing up is so important that it is positively fascinating. We will only add that it is a matter of practice; card players will know what we mean. To size up an individual correctly is not only to turn him into a customer, but to make a friend. How many sales are lost daily because a person asks for a book by the wrong title, wrong author? To size up this person correctly involves feeling sympathy for his ideas, and if you can do this, you will know the book he is groping for very quickly, the *kind* of book he needs.

It helps you too, not only because you make a sale, but because you remember him when he comes back, and successfully "sized-up" customers usually come back.

Always impress on your clerks that a person who comes into the store is not even a "prospect" until every bit of "sales-resistance" has been eliminated, and the clerk has got the person's attention. The easiest way is to sympathize, make the stranger feel at home, make him realize at once that his way is your way of thinking. I say it is the easiest way, simply because it is more constructive, and more profitable, if you think in terms of sales.

Try to emphasize the importance of sizing up customers with your clerks. Insist upon their practising it. Keep tabs for a month, nothing will increase their sales efficiency so rapidly or impress them so much. Many automobile sales managers set aside a morning a week to have the force play prospect and salesman. Often the sales manager is the client called upon, and the objections he can think up to buying are appalling. And what a splendid check he has on the ability of his men.

Sales Quotas

Another simple plan that will help increase sales is to post a monthly sales quota divided into weeks, for every clerk. If you do not use a schedule like this try it out for six months, and you will be sold on it. To figure a monthly sales quota figure weekly salary paid and the required profit you should make from each employee's sales, and multiply by four. If you post this schedule, the monthly quota is figured from last year's business.

Clerks watch their first week's total sales, look at the monthly amount required of them, compare their week's sales with the other fellow's, and as a rule make every effort to improve. Healthy competition is always a good thing. If the first week's total is weak, they know that unless they put their shoulders to the wheel, they will fall down; they have three more weeks in which to make good. A monthly quota schedule, prominently displayed near the lockers helps a good deal more than periodically given sales talks, or "pep" meetings, because, unless you are a spell-binder, your pep talks will be picked to pieces and often be resented, and besides they take up too much time.

Association

A particular title always should suggest *instantly* a number of others *by association*. Every experienced book clerk knows what we mean by the term, association, and also fully realizes how often it helps to make a one book customer forget he is a one book customer. It is doubly important when business is slow, or when you are after plus business. We believe it is not necessary to define the association approach, after you have got the attention of the prospect. This should be part of your sales force's technique. To train them play the Association Game with them. It is more fun than a word game. Doubleday, Doran recently offered a cash prize for the best list of historical books published in the last ten years. That suggests one way of playing the Association Game. Play it with your clerks. Offer prizes for the longest, or what is more important, the best selection or groups of titles. Clever, effective, association lists include fiction, non-fiction, biography, etc.

Pick titles at random for the contest. Time limit 5 minutes. Ready? (Each clerk has a piece of paper and pencil ready.) You say, "I just loved reading 'Millie,'" then you shout, "Go!" When the five minutes are up, you say, "Stop!" Then you try this one, "I want something for a dollar for a little boy four years old. Of course his mother will read it for him" . . . and the game goes on. You can judge the contest later or discuss the answers given, and vote to decide the winner. What is in stock should be one of the judge's considerations in awarding the prize. Harmless, amusing, and it keeps your sales force on tiptoe. If you have inexperienced clerks, "association lists" of three titles (no more at first) should be typed and given them to memorize. Perhaps this sounds like a lot of work but it increases sales *automatically*.

Booksellers often do not think of a best seller until it is out, and placed on sale. Why not let your clerks talk up a best seller at least one month before date of publication, simply because advance sales are usually *plus sales*? Why let your regular customers ask for a best seller? They should have been sold a copy before the book is out. Best sellers will be sold in sufficient quantity after date of publication

to the one book customer who always buys the best seller and nothing else. For this purpose, insist on being supplied with a thick dummy, display it prominently after ruling the blank pages and writing in the names of a few influential customers.

Let the wide-awake manager use a few friends as "shoppers," to make doubly certain that at least in his store no drivel is being given customers for sales talk, that definite answers are forthcoming about new books, etc. Though sizing up the customer is positively the most important function of your clerks, if they have not definite knowledge of every book in stock, they will not make a maximum sale.

Your sales force should know the easy books, the tough ones and the plugs, and whenever an opportunity is lost in making

a sale in any of these categories, it is up to the manager to educate the clerk. *Esprit-de-corps* should be instilled, so that your clerks will of their own volition come forward with their sales problems. A "Questions" or a "Problems" book is useful and will do much in bringing the sales force together; two heads are better than one.

Always make it your business to let your sales force have plenty to think about, because otherwise they will idle or gossip. The percentage of day dreamers in the sales force of bookstores is very large, because the book business appeals to imaginative people. If you have green clerks, or are limited as to selection because of a meagre wage scale, issue weekly typewritten bulletins, sufficiently simple and short to be easily memorized.

More Books for Rural Schools

*Lectures and Exhibits in the Normal School and Summer School
Would Aid Rural Dealers To Establish School Libraries*

Cary F. Jacob

Smith College

FOR MANY YEARS publishing firms have been sending exhibits to summer schools, but without obtaining any very substantial results in volume of sales. From the point of view of a teacher at these schools, the failure to obtain better results seems to lie in two particulars. *First*, the books are exhibited in competition with each other; *second*, the persons who have the selecting of textbooks for primary and secondary schools do not attend summer schools. The persons who are to teach from these books are there; but, alas, they have practically no choice as to the books they are to use. It is not my intention to suggest a better method of reaching these schools but I should like to call attention to one aspect of the summer school market which seems to have been neglected.

Throughout America the rural schools are largely without books other than those to be used in the classroom; and, I should hazard, without a copy of any book or magazine which the children could read for pleasure. The result is that the boys and

girls learn to read as a task, and not as a pleasure. After school days they rarely turn to books for either information or entertainment. Hence their being literate does very little toward making them better off culturally; and it certainly does not make of them potential purchasers of books.

How could this condition be improved? At some time during the session, every normal school and every summer school in America should have on exhibit for at least one week a model library suitable for use in rural communities. The basis for this sort of library should be a first unit of ten or twelve volumes, with similar units which could be added from time to time. There are always in the normal schools professors who would gladly give a lecture or two on the building of a school library and on how to make it available for the school children and community. With heightened interest in libraries these teachers, trained in the normal schools, will go out to their graded and high schools, in a frame of mind to establish their own libraries. They

will know what books to select. They will have the enthusiasm to collect, let us say, ten dollars a year from their patrons and to index the books and arrange for use. Furthermore, they will make of the school house what it ought to be, namely, a center from which to spread a real love of reading.

Such a plan, however, will be a failure unless the books are carefully chosen both as to content and format and unless the element of competition is kept out of the field until after the schools have set up a minimum library of approximately a hundred volumes. From that point the expansion might be in almost any direction, provided the teachers are given information for wise selection and purchase. I have

met very few teachers of rural schools who would know how to go about ordering books or who, if they were desirous of ordering, could obtain encouraging cooperation of such a nature as would induce them year after year to go on purchasing books and making them available for the use of their community. Few would mind the trouble involved if the other difficulties could be overcome. On the contrary, they would rejoice to have available for their pupils not only collateral readings, but also a general library of books selected to appeal to the taste of their patrons. This market is limited only by the number of school houses in America and the number of teachers who could be induced to cooperate.

In and Out of the Corner Office

C. LOUIS RUBSAMEN, for the past ten years with Curtis Brown, Ltd., in charge of the Play and Film Department has joined the firm of Sheldon Dick, literary agent at 33 West 42nd Street, New York, and will handle plays, films, radio and service contracts. Mr. Dick will handle novels, short stories and serials. Henriette Herz, formerly with Alfred A. Knopf for four years, is acting as vice president of the agency. Sarah Monyek, formerly associated with Mr. Rubsamen at Curtis Brown, has joined him in his new association. ❀ ❀ ❀

Louis Traver, of Traver's Bookstore, Trenton, N. J., took the minister of his church to task one day a while ago about his sermons on the depression. Mr. Traver said he thought the sermons should be more human and humorous—in fact Mr. Traver recommended Henry Ansley's "I Like the Depression." On the following Sunday the minister based his sermon on the book. By noon on Monday all copies of the book had been sold by Traver's Bookstore. ❀ ❀ ❀

Mr. Traver calls himself the fool of the booktrade. He is still as fiercely opposed to Book Clubs as ever, though he sometimes feels he is a lone crusader. He still orders Book Club books only in two's and three's and keeps them under the counter. ❀ ❀ ❀

Irmengarde Eberle has joined the staff of Alfred H. King, Inc., Publishers, as editorial and publicity assistant. She will also do contact work. Miss Eberle was formerly engaged in magazine work. ❀ ❀ ❀

Ives Washburn, Inc., has moved its offices to 411 East 57th Street, New York City. John S. Clapp is no longer associated with the firm as sales manager. ❀ ❀ ❀

Anna Marble, formerly with Stokes and now a member of the publicity staff of Harcourt, Brace, married Leland Gray Vincent at her home in Worcester on October 1st. She is the daughter of Annie Russell Marble, author of "Nobel Prize Winners," "Pen Names and Personalities" and others. ❀ ❀ ❀

Marjorie Griesser tells us that the Joint Board of Publishers and Booksellers is now meeting every two weeks and has a very full program outlined for the fall. On this week's agenda was a discussion of reforms in best-seller lists led by M. Lincoln Schuster who heads a special committee on best-sellers appointed by the Board; recommendations on cooperative advertising in booksellers' catalogs, from Eugene Reynal's committee; and a discussion of practical ways to step up sales of "staple stock," a subject of great importance for both publishers and booksellers this year. ❀ ❀ ❀

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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October 8, 1932

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Biography of the Business Man

ONLY A FEW YEARS ago one of our subscribers wrote us in comment on publishers' outputs that, while it was admitted on every hand that this was a commercial age and that American progress had been largely in the field of business, in recent years there was almost no worthwhile literature about business men to which those who wished to interpret the era could turn for first rate information. Since that time there has been a very marked effort to fill in this gap and this fall particularly such books seem to be a feature of the year.

"The Life of Andrew Carnegie," on which Burton J. Hendrick has been working for five years, is to be published by Doubleday on October 19th, and the biographer of Walter Hines Page has had at his disposal all of Carnegie's private papers; the important biography of Owen D. Young by Ida Tarbell, who was responsible years ago for one of the first pieces of writing on American business in her history of the Standard Oil Company and later for her life of Judge Gary, has been published by Macmillan; John T. Flynn's biography of Rockefeller, "God's Gold," is just being given favorable review in the press (Harcourt); The Life of Henry P. Davison by Thomas W. Lamont

is coming from Harper; Samuel Crowther, well known for his interpretations of American business, has written a volume on "The Creators of America's Wealth" which Doubleday will issue in November.

Foreign business men are not neglected either, for Lipton's autobiography is ready from Duffield, and there are two books on Ivar Kreuger, one by W. H. Stoneman (Bobbs-Merrill) and one by Earl Sparling (Greenberg).

There are undoubtedly others we haven't mentioned in this brief comment, but here are enough to indicate that the fall has produced more significant books on American business and its leaders than were written in any five years of the last decade.

Taking the Lead in Selling

A VISITOR TO THE OFFICE of the *Weekly* recently was questioning the editors as to whether New York was responsible for the initiative in most best seller successes and whether, outside of New York, there were particular cities and stores that were more responsible than others for starting new books off.

Undoubtedly New York does have the leading part in book movements. In no other city is there gathered together such a group of readers whose origins are so varied and whose tastes so well represent every stratum of the country's reading interest. New York, too, is the most vocal city in literary matters and its ideas can start quickly across the country. But we can instance many examples of book successes where recognition had come from various other cities and of bookstores which prided themselves on the accuracy and value of their early recognitions.

This fall ought to be a time for new initiative among booksellers, an occasion to assert their own initiative, to pick their own favorites and push those books to their uttermost local market.

The trade has, lately, with natural caution, been falling back on the most certain sellers in order to keep investments down and obtain as large a proportion of the obvious sales as possible, but the public will not be continuously satisfied with following only the well-beaten trails. It wants the individualized recommendations of individual dealers who know what they

like, why they like it and why their books will fit in with their customers' tastes. No dealer can complain that he hasn't time to read, and it will be good for business if such reading brings forth clear convictions which will impress customers.

With the upturn of business there must be an urgent campaign for sound growth, and sound growth must be on lines of store individuality, unless all bookstores are to become alike and that likeness become tiresome to many of the best book buyers.

What Libraries Want

THE LIBRARY AS A PURCHASER and distributor of books presents to the producers of books, authors and publishers, its own particular problems which distinguish themselves from the problems of general trade distribution for the general reader.

For example, the college libraries of the country need copies of scarce early material that has historical importance to the progress of English literature but no immediate connection with popular reading, and such material has usually been only available in certain large libraries where copies were carefully safeguarded. Recently, as reported previously in the *Publishers' Weekly* Edwards Brothers of Ann Arbor have photographed and reprinted in facsimile such material for the convenience of the scholar and the librarian. Such reproduction does not call for typesetting and the photographic processes are economical and practical.

Libraries, both college and public, need works of scholarship and reports of research in special fields, material that will later influence the contents of books for more popular consumption. Demand for such material may be for 100 or 1000 copies, but only on rare occasions the same material is of general popular interest. On such restricted editions the problem of using the printing press economically for reproduction is difficult because the cost of composition has to be charged to so small an edition. Conditions for scholarly publishing are not satisfactory and may not be for some time, but a careful study of the field has been made by Donald Bean of the University of Chicago Press for the Rockefeller Foundation and a cleared understanding of the responsibility of universities for making available the results of

the scholarship which they encourage has been gained.

There is also a special problem in meeting the needs of libraries for editions of books in general demand with editions that are wholly satisfactory for library purposes. The private buyer often likes handy books as well as books for his library shelves and a great deal of the demand for old established books is filled and rightly by the pocket editions. Such editions are not, however, so satisfactory for library purposes, as flexible bindings do not stand handling well, nor are pocket editions easily rebound, but the publisher who attempts to put out library sized editions is faced by the fact that he has as his market only the few hundred copies that the libraries will buy each year, plus a few hundred general readers who want library size books. This total, however, can steadily increase, and, if library purchasing can be concentrated on the most satisfactory edition, there should be increasing opportunity to produce books for library use that will be accurate in text and attractive in format and durable.

It has to be remembered that the printing press is an invention that is intended to reproduce literature in quantities, and if the market for a quantity is not created, the printing press is impractical. The function of publishing is to visualize all the markets that can be brought into a common classification, to produce the books that will most nearly fit all the needs of this joint demand and to use all available machinery to bring those books to the attention of those who can be interested. Only by such planning can our libraries, public and private, have the books they want when they want them in the editions which are satisfactory.

The regular fall Children's Book Number of the *Publishers' Weekly* will be issued October 22nd. It will include articles by Marion Fiery, head of the children's book department of G. P. Putnam's Sons, Lena Barksdale of the Lord & Taylor Book Shop, and Katherine Ulrich, editor of the Children's Bookshelf of the *Saturday Review of Literature*.

P. W. Form-Sheet

Neck and Neck

SONS. By Pearl S. Buck. John Day, \$2.50.

THE SHELTERED LIFE. By Ellen Glasgow. Doubleday, Doran, \$2.50.

INHERITANCE. By Phyllis Bentley. Macmillan, \$2.50.

THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50.

PEKING PICNIC. By Ann Bridge. Little, Brown, \$2.50.

MORE MERRY-GO-ROUND. Liveright, \$3.

THE MARCH OF DEMOCRACY. By James Truslow Adams. Scribner, \$3.50.

VAN LOON'S GEOGRAPHY. By Hendrik W. Van Loon. Simon & Schuster, \$3.75.

A NEW DEAL. By Stuart Chase. Macmillan, \$2.

A PRINCESS IN EXILE. By Grand Duchess Marie. Viking Press, \$3.50.

The first printing of 50,449 copies was exhausted before publication, the second of 20,000 is sold and the third is on the presses. First in fiction on Baker & Taylor's latest best seller list.

Four Washington stores put it first on that city's list in the *N. Y. Times*, where it is also listed a best seller in N. Y., Boston, Chicago and San Francisco.

Atlanta, St. Louis and San Francisco place this sturdy best seller first on their *Times* lists.

The best fiction seller during September at Judd's in New Haven, Burrows Bros. in Cleveland and Hochschild, Kohn's in Baltimore.

The *Times* places it first in non-fiction for the past week in N. Y., Washington, and St. Louis.

Boston and Chicago give it first place.

One of the three best sellers in N. Y., Boston, Chicago and St. Louis last week, says the *Times*.

The immediate success of this timely volume is surprising even after the good sales of his other most recent books. Five large stores in different sections of the country reported to us that it was their best seller in September non-fiction.

Seven of the stores cooperating in our best seller list placed it first on their September lists.

Betting Favorites

ROBIN HILL. By Lida Larrimore. Macrae, Smith, \$2.

NYMPH ERRANT. By James Laver. Knopf, \$2.50.

MA CINDERELLA. By Harold Bell Wright. Harper, \$2.

THE STRANGE RIVER. By Julian Green. Harper, \$2.50.

THE TRAGEDY OF Y. By Barnaby Ross. Viking Press, \$2.

I LIKE THE DEPRESSION. By Henry Ansley. Bobbs-Merrill, \$1.

WASHINGTON SWINDLE SHEET. By William P. Helm. Boni, \$2.50.

SAPPHO OF LESBOS. By Arthur Weigall. Stokes, \$3.

DEATH IN THE AFTERNOON. By Ernest Hemingway. Scribner, \$3.50.

The first printing was 20,000, with an advance sale of 12,000. Macrae is launching a big advertising campaign for this novel which is already a best seller in Philadelphia.

Two stores in the East and three on the Pacific coast of those so far reporting their September best sellers to us, have listed it.

Harper will advertise this Ozark romance in 2600 small town newspapers, Wallis Howe tells us. The stores which have so far reported it a September best seller to us, are in Philadelphia, Atlanta, and Clarksburg, W. Va.

Selling particularly well in some large middle-western stores.

Is Barnaby Ross, Alexander Woolcott or is he Ellery Queen? And is E. Q., Manfred Lee?

We told you to look out for this little volume, and it's beginning to catch on.

Like other books on current political problems, this is having a steady sale.

A satisfying sale in many stores where this biography is being pushed.

Six Philadelphia stores rate it their best non-fiction seller of the past week in the *Times*.

P. W. Form-Sheet

At the Post

- ANNE BOLEYN. By E. Barrington. Doubleday, Doran, \$2.50.
- HOOVER AND HIS TIMES. By Edwin Emerson. Garden City Pub. Co., \$1.
- HIGH LOW WASHINGTON. By 30-32. Lippincott, \$2.50.
- JOSEPHUS. By Lion Feuchtwanger. Viking Press, \$2.50.
- LIGHT IN AUGUST. By William Faulkner. Smith & Haas, \$2.50.
- LONELY AMERICA. By Lothrop Stoddard. Doubleday, Doran, \$2.50.
- MANHATTAN OASES. By Al Hirschfeld. Dutton, \$3.50.
- NOBODY STARVES. By Catherine Brody. Longmans, Green, \$2.
- ROPE TO SPARE. By Philip MacDonald. Doubleday, Doran, \$2.
- TIGER MAN. By Julian Duguid. Century, \$3.
- TREEHAVEN. By Kathleen Norris. Doubleday, Doran, \$2.
- TWO MAKE A WORLD. By Peter B. Kyne. Kinsey, \$2.
- The romantic story of the most beautiful of Henry the Eighth's wives.
- "An impartial history of our generation." Originally scheduled for publication by Doubleday, it was believed that the great public interest in things political would mean a big market at a dollar.
- An inside story of Washington goings-on that is already a best seller in one capitol city store.
- Donald Gordon thinks it has a good chance of being a big best seller.
- The blurb says it's less brutal than "Sanctuary," but oh my!
- Placing America among the world of nations. Not a happy picture, but a thought-provoking one.
- A pictorial guide to New York speakeasies. No, of course it doesn't give street numbers!
- The novel with the most glowing tributes on this side of the Atlantic.
- Another of the Bix Six that Doubleday is advertising.
- The author of "Green Hell" writes another for the lover of thrilling adventure that is real.
- One of the three October books rated A A A in the American News bulletin (The other two are "Smith" and "Josephus.")
- An out-of-doors romance with an unusually strong love interest based on a marital tangle.

Dark Horses

- NEVER ENOUGH. By Leane Zugsmith. Liveright, \$2.
- THE STORY OF SAN MICHELE. By Axel Munthe. Dutton, \$2.
- THIRTEEN SUCH YEARS. By Alec Waugh. Farrar & Rinehart, \$2.50.
- TWILIGHT OF ROYALTY. By Grand Duke Alexander. Long & Smith, \$3.
- FORGIVE US OUR TREPASSES. By Lloyd C. Douglas. Houghton Mifflin, \$2.50.
- AS WE ARE. By E. F. Benson. Longmans, Green, \$3.
- EARTH HORIZON. By Mary Austin. Houghton, Mifflin, \$4.
- Oct. 20. A cross section of American life from 1920 to 1930 peopled with many different characters from different parts of the country, who, at some time or another cross each others' paths.
- Oct. 25. De Luxe popular edition. A likely candidate for those Christmas sales. Last January "San Michele" went into its 92nd printing!
- Oct. 27. In the manner of "Hot Countries" and "Most Women," Mr. Waugh entertainingly pictures the post-war generation.
- Nov. 1. Close-ups of European royalties by one who was "Once a Grand Duke."
- Nov. 2. "The Magnificent Obsession" has been a best seller for over two years through that invaluable word-of-mouth advertising. The new novel will have, in addition, a \$4,000 advertising campaign behind it. If you sold the "Obsession" you'll be betting on a sure thing.
- Nov. 2. Completing the reminiscences begun in "As We Were."
- Nov. 2. The autobiography of a well-known American writer, which Isabel Paterson said "ought to be the most interesting autobiography since Benjamin Franklin."

Customers' Choice

FIFTH AVENUE, the aristocrat of Streets, having apparently successfully repelled the invasion of fly-by-night cut-rate stores which had taken advantage of the depression to try to set themselves up where they could rub elbows with royalty, is celebrating "Quality Week" this week. Many stores have special window displays depicting Fifth Avenue's history as well as the history of the individual shop, and all have pledged themselves to show merchandise of the highest quality during the week.



Bookstores on the Avenue are not many. Uptown, Dutton's near 55th Street and Scribner's, near 48th Street, both show windows of first editions, Scribner's carrying as well another window of fine bindings and a third with the cream of the present crop. At Dutton's a panoramic cartoon which was used five years ago to celebrate the 75th anniversary of the store has been augmented to bring it up to date. It shows a contrast between the New York of 80 years ago and the New York of today. The books displayed are certainly "quality" books. A Kelmscott Chaucer valued at \$35,000 holds the center of attention. It is one of 13 copies printed on vellum, there were 425 printed on paper as well, but of the 13 only this and three others will ever be available to the public for sale. It was printed at the Kelmscott Press by William Morris in 1896 and has often been labeled the "most beautiful book in the world." It is illustrated in woodcuts by Burne-Jones and the type was specially cut for the edition. With the Kelmscott Chaucer are a Mss poem of William Blake, "The Seven Days of the Created World," valued at \$8500, a first edition, first issue, presentation copy of Charles Lamb's "Elia" valued at \$10,000 and the excessively rare second edition of Poe's Poems in the original cloth.



Brentano's, in 47th Street and again at 27th Street and Fifth Avenue, have special displays of bindings and expensive books, with pictures of the original Bren-

tano store on lower Fifth Avenue a good many years ago.



Farther downtown, near 12th Street, Dauber & Pine, dealers in new and second-hand books, offer a slightly ironic note. The border of one of their windows is made up of books on old New York, the chief item of which, "Fifth Avenue Old and New," is boldly marked "Was \$5 now \$1."



One of those imperious ladies joined a rental library the other evening and demanded a copy of "Sons." There wasn't a copy on the shelves but the clerk, under pressure, finally put another copy in circulation for her. Early the next morning in stormed the same lady, considerably incensed. "I don't know what your custom is," she said, "but I insist that you take this book back and give me something else. When I got home I found it was about China, and I simply will *not* read anything about China. Give me another book. Give me 'The Good Earth'!"



Our Pug Department reports that Boston was not long to be outdone by New York. On September 23 King Junior and Major Felix, two pugs, authentic to every detail except the wheeze—modern pugs don't wheeze—visited the Old Corner Bookstore where they earned copies of "Big Business" for their owner. So far Boston and New York are the only two cities where pugs have been brought in in response to the *Little, Brown* campaign we described a few weeks ago. No shops in Chicago carried the offer, which was perhaps fortunate. The most famous pug kennels in the country, the Sigvale Kennels, where there are more than a hundred non-wheezing pugs, is situated not far from Chicago.



We spoke last week, and shall continue to speak, about observing publication dates. In a little rental library we were in last week (September 27th) we saw on the shelves "The Ostrekoff Jewels" which

October 8, 1932

wasn't due to be published until October 3rd and "Invitation to the Waltz" which won't be officially published until October 28th. The Philadelphia *Record's* "What's What on the Philadelphia Book Market," talking about "Robin Hill," naively comments, "By some mistake the Philadelphia stores started selling it this week. And with great success." If you're interested you might try asking any news dealer what would happen if he broke publication date on any popular magazine.



Harriet Anderson of the Channel Book Shop, in New York City, has had an excellent advance sale for Hemingway's "Death in the Afternoon" which *Scribner's* published on September 23. She prepared the reply post card which we reproduce on this page. The post card has been one of the best pieces of mail order selling which the shop has ever tried, and has been much admired by the shop's customers, the publishers, and a Park Avenue advertising agency which even called up to express its admiration. But the moral of the story, Miss Anderson says, is that advance copies of the book sent to her and to her partner Ruth Fleming are the keystone of their success with the book. Both partners have a decided aversion to the idea of bull fighting, but both reflected that there would always be some customers who would want the Hemingway book, even though it was about bull fighting, and even though it was not a novel. Then came the two advance copies, and both partners read the book. They were very much stirred up by it and very much impressed by it and felt sure that many customers of their shop would feel the same way. So they carefully prepared the circular, with very satisfactory results.



Miss Anderson has been very much surprised to find that Lady Eleanor Smith's "Ballerina" is a very popular book with men. She thought of it as a pleasant story which would appeal most to her feminine customers. But many hearty gentlemen have gone out of their way to praise it. One gentleman to whom it had been sent with a selection of detective stories, ignored the detective stories in his thank you note but was lavish in his praise of "Ballerina."

Order Now!

Use the prepaid order card below and send in your order now for a first edition of the new book

Death in the Afternoon by ERNEST HEMINGWAY

Don't miss this extraordinary book. It is unlike any other book to be published this fall. A book about bull fighting and bull fighters. And no matter whether you hate bull fights or enjoy them, this book will hold you and keep you mentally excited to the very end. Praise it or condemn it, cheer or rage, discuss, debate, deny, damn, but you can't be indifferent to it.

It gives you the joy you get from a first class job done by a master craftsman; it gives you the particular fillip you get from overhearing a confession (for it is a kind of mental autobiography) from one of the outstanding figures in modern American literature; it gives you the exhilarating exercise of challenging your own values and going to the mat for them. An altogether amazing book.

Incidentally, a handsome book, well made, well bound, with 64 aquatone full page illustrations. Although the first edition will doubtless be large, firsts are likely to command a premium later on. Published price is \$3.50. Send in the order card right now and get your first edition copy on the 23rd, the day of publication.

THE CHANNEL BOOKSHOP,
283 Park Avenue
New York, N. Y.

Please send me.....copies of the first edition of DEATH
IN THE AFTERNOON by Hemingway to be published
September 23rd.

Charge my account..... Send C. O. D.....

Name

Address

*A Park Avenue advertising agency called
up to express its admiration*

The first edition of Edna St. Vincent Millay's new book "The Princess Marries the Page" which will be published October 19th was completely sold out a month before publication. *Harper* tells us. There won't be any limited edition and collectors are not being slow in getting their orders in for the "first trade." One of the many reasons for the splendid start "Death in the Afternoon" has made is Hemingway's collectors' interest, booksellers tell us.



Our enthusiasm for "Babar L'Elephant" which bubbled over a few weeks ago was shared by Harrison Smith. He told us the other day that he has been trying to get rights for publication in this country ever since he saw it one night at Lewis Gannett's house. The matter is all arranged now and *Harrison Smith and Robert K. Haas* will probably bring it out in the spring. Children, and adults, will love it.

(SEND THIS TO YOUR BOOKSELLER)

Gentlemen:

Please send me on publication date (February, 1933) a first-edition copy of

James Truslow Adams's
The March of Democracy

Volume Two, \$3.50

To complete my set.

- ☐ Charge to my account
☐ Send C. O. D.
☐ I enclose \$3.50

Name _____

Address _____

(TEAR OFF ALONG THIS LINE)

Attached to the jacket of the first volume of "The March of Democracy" these coupons should bring in advance orders for volume 2

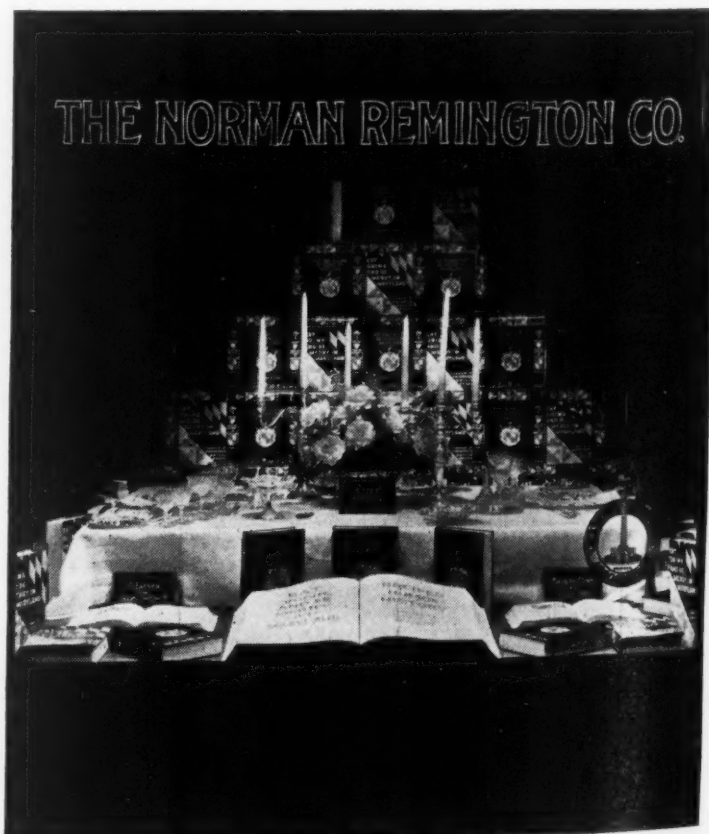
All's going to be practically right with the world after Sunday, October 16th. On that date, at 4:30 P.M., Eastern Standard Time, Warwick Deeping, whose latest novel "Smith" (*Knopf*) might well be subtitled "A Novel of the Great Depression," will be interviewed in London by a representative of the National Broadcasting Company, the interview to be broadcast in this country by Station WEAJ and the associated stations of the N. B. C. Mr. Deeping's subject, we're told, will be "A Message of Hope in Regard to the Depression."

An author with initiative is Albert Stevens Crockett, author of "Old Waldorf Bar Days," published by the *Aventine Press* last year and "Peacocks On Parade" also published last year by *Sears*. We have a broadside from him headed "Author to Peddle His Own Book" and sub-headed "Writer of 'Old Waldorf Bar Days,' unable to collect judgment from its publisher, puts his pride in his jeans and becomes his own Book Agent." The circular states that although the author has received a judgment on the royalties due him from the publisher of this book, he has been unable to collect any money and so is setting out to

market the remaining copies of the first edition which are owned by the printer, A. Colish, Inc. They are going to sell at \$2 instead of the original \$3.50 and Mr. Crockett's address is 145 East 74th Street, New York City.

✻ ✻

David Bramble of *Farrar and Rinehart* tells us one of those interesting and mysterious stories about the sudden unexplained popularity of a book. "The Answering Glory," by R. C. Hutchinson, was published early in June but no one seemed to care. It was advertised with the minimum of result. Then, when all this was over and done, and it was thought perhaps it had better be forgotten, the orders began to come in. One hundred the first week, two hundred the next week, seven hundred the next week. The orders were scattered all over the country. The book is now being reprinted. Perhaps it's because William Lyon Phelps liked it enthusiastically in *Scribner's* or perhaps it's because its the sort of book ministers would mention in their sermons. It's hard to tell.



This display in the Norman Remington Co.'s window is one reason for the tremendous sale of "Eat Drink and Be Merry in Maryland" in Baltimore

Printing Wage Controversy Becomes Acute

THE FIRST WEEKS OF OCTOBER are crucial for the printing industry of New York City. Book printing is but a small part of the enormous output of the city's plants, but books have always made a considerable contribution to the total output. Newspaper printing must stay in the city. Job work can be more advantageously done in immediate contact with those planning the printing, but magazines and books have not found it difficult to move business out of the city under the high pressure of competition. Periodicals have been leaving the city in large numbers and connecting with plants in different parts of the country. The big plant of the Federal Printing Company, which printed a score or more of trade periodicals, recently moved to Philadelphia.

There are many examples throughout the country of cities once famous as centers of important industries which have lost their leadership through wage disputes, and the situation in the New York printing industry is now serious, indeed.

Five years ago in the middle of the era of expansion, the Typographical Union Number Six in New York made a contract with the closed shop group in New York known as the Printers' League, in which a wage scale was set for the compositors with allowance for yearly increases of \$1 a year. Three of these increases have taken place since the business crash of 1929. Under the pressure of changed conditions the printing houses have been able to negotiate new scales with other unions connected with their plants, but the compositors have remained firm for the carrying out of their contract and have for the last three months given every indication that they will make no concessions which might help to keep the business in New York.

The agreement of five years ago was that negotiations for a new contract might be opened by either party on ninety days' notice. The Employing Printers gave this notice in June, but since that time the unions have delayed agreements, arguing that they could not negotiate until the Employing Printers all agreed to a priority clause which should insure that in all new employing the opportunities for jobs would

be settled by priority handled by the union's own rule. The employers point out that such a rule handicaps any industry from getting the best workers on its staff, and they cannot agree to a plan that would be so expensive to carry out, unless this, like the other points, should be settled by arbitration.

Being unable to make any progress with the Union, a large number of the shops have now posted a notice that they will put in operation on the 15th a new wage scale of \$45 for forty hours instead of \$60 for forty-four hours, this to be effective unless an arbitration board settles the thing differently.

The Printers' League, of employing printers, had announced that they would abolish the priority system on October 1st and would start a 17% reduction of the wage scale on October 16th. So far, priority abolition has only been put into effect in a few shops. A truce was announced on Tuesday between the unions and the employing printers, both sides hoping that some settlement could be soon reached as the old five year contract has expired on October 1st.

The book publishing industry is a large user of miscellaneous printing as well as book printing, and settlement of this dispute is of great importance to publishers. New York plants have been keyed to great efficiency in the matter of book production and have very complete binding equipment in connection with their printing plants. It is hardly believable that the unions should continue to be so shortsighted as to put such establishments under almost impossible pressure.

Bookstore Entertains 4,000

MORE THAN four thousand guests attended the birthday party given by the Presbyterian Bookstore in Texarkana, Arkansas, on September 22nd in celebration of its 26th anniversary. The occasion was marked, as well, by a special twelve page section in the *Texarkana Press*, tracing the history of the store, congratulating its manager, Rev. W. L. Hickman, and outlining the contribution the store has made to the southwest. The store, which serves four states with both religious and general books has recently been remodeled and enlarged.



Poster for Book Week 1932

Book Week Display Material

WALTER COLE has designed the Children's Book Week poster this fall, carrying out the "Books for Young America" theme. In the throng of characters in the background are Puritans, pioneers, Indians, soldiers, aviators, etc. The predominant colors in the poster are green, yellow and blue. Copies may be secured gratis from the National Association of Book Publishers office which annually acts as headquarters for the Week. Bookmarks in color, reproducing the poster design, are available at 50c. a hundred, for distribution to bookshop and library patrons.

As Book Week begins just six weeks before Christmas, November 13th to 19th, the N.A.B.P. is making a special effort in all publicity for the Week to feature it as the opening for the holiday buying season. An attractive, small display sign reading "Order Christmas Books Now for Delivery Later" is being mailed to dealers, and booksellers may have as many extra copies as they wish so that the sign may be used in each of the adult departments as well as the children's book section, and in the windows.

Three other new signs have been prepared for Book Week and year-round use:

"Favorite Books of our Junior Customers" for a general table or window exhibit of the store's most popular children's books, "Books about Real Things" for a display of informative books of the new type which are selling well this season, and "Books No Child Should Miss" for a display of the classics and perennial favorites.

Requests for this display material should be addressed to the National Association of Book Publishers, 347 Fifth Avenue, New York.

Vaile Co. Not Out of Business

THE VAILE COMPANY, Rock Island, Illinois, which we reported in our issue of August 20th had gone out of business, advises us most emphatically that they are still in the publishing and retail book business and going strong. Last July they voluntarily sold their retail stock of office supplies, stationery, and accumulation of book items to the Morris Sanford Company, but had previously moved their office furniture, records, publishing stock and all book stock that had been purchased recently to a less expensive location, where they are now carrying on an active publishing business and a specialized book and stationery business, giving particular attention to books and supplies for children through the junior age, or up to twelve year old. The Vaile Company recently published "Song Friends for Younger Children," edited and annotated by Clara Beers Blashfield, also known as "The Loose Leaf Folio of Songs and Instrumental Music for the Religious Education of Children." This work has been endorsed by leading workers in practically every Protestant denomination in this country and Canada, and is already enjoying a very satisfactory sale.

Book Decorations Exhibited

AN EXHIBITION of book decorations by Richard C. Jones was held recently in the third floor galleries of Knoedler's in New York City. The exhibit included designs for Stephane Mallarmés, "L'Après Midi d'un Faune" which, in Aldous Huxley's translation will be brought out by Cheshire House this fall. Other decorations included those for "The Brothers Karamazov," "Lalla Rookh," and Ovid's "Metamorphoses."

Publishers' Association Reopens Copyright Discussion

THAT COPYRIGHT REVISION may again be to the front in the next Congress was indicated by the fact that the subject was a leading topic of discussion at the recent meeting of the National Publishers Association (periodicals), held at Shawnee-on-Delaware. This Association had been strongly in favor of the bill which was introduced by Representative Sirovich last year, that bill having included features which the periodical publishers believed important for good legislation.

That pressure will be applied, also, to pass the Design Copyright Bill was indicated by recent discussion at the All American Fashion Pageant sponsored by the American Designers' Guild last week at the Hotel Plaza in New York. Speakers asserted that the Vestal Design Copyright Bill or a similar act for the protection of American artists and designers was greatly needed. The bill as proposed intended to give design protection in half a dozen industries where such protection is most needed and then to expand the scope of the bill as its efficiency and usability proved satisfactory.

Russians Honor Gorky's Forty Years of Literary Activity

THE MOSCOW ART THEATRE will henceforth be known as the Gorky Theatre, Moscow's most famous street will be known hereafter as Gorky Street, and the town of Nizhni Novgorod where Maxim Gorky was born has been renamed Gorky in his honor, according to a United Press dispatch from Moscow. These honors were accorded the Russian author, who is 64 years old, on the occasion of his completing forty years of literary activity. Entire pages in the Moscow newspapers were devoted to praise of his art, especially of his support of the Soviet regime, and he received a message of congratulation from Josef V. Stalin, the dictator.

It is interesting to learn from the dispatch that Gorky's real name is Alexei Maximovich Pyeshkov, and that he chose the name Gorky, which means "bitter," to express the hardness of his lot as an orphan, who went to work as a shoemaker's apprentice at the age of ten.

Hints on Reducing Expenses

THE IDEAS OF one student of retailing on how to cut down overhead costs in a retail store were presented in a recent number of the *Canadian Bookseller and Stationer*.

1. Reduce your selling percentage by individualizing your sales records. Both salespersons A and B may be getting \$1000 a year; yet A's annual sales might total \$20,000 and B's might only total \$10,000. A costs you 5 per cent of his sales and B costs you 10 per cent of his sales.

2. Reduce your selling costs by employing part-time workers during your busy periods. Twenty per cent of the sales force in one of the best-managed stores in the country is employed on a part-time basis.

3. Reduce your selling percentage by placing your fastest moving lines where your salespeople can get at them with a minimum of steps. "Fewer steps" result in better service to the customer and greater sales per salesperson.

4. Reduce your rental percentage by increasing the sales per square foot.

5. Reduce your rent by subdividing your store, if it is too large for the amount of business you are doing per square foot of space.

6. Reduce both selling and rental percentages by improving your layout to encourage customer circulation. Customers who see more will buy more, and your sales per salesperson and per square foot will increase.

7. Reduce your insurance costs by cutting down your coverage, as lower prices reflect themselves in your stock.

8. Reduce your fire insurance rates by having the inspection department of your insurance company suggest preventive measures. One firm cut its rate 30 per cent by doing this.

9. Reduce your bad debt losses by systematically following up all slow-paying customers.

10. Reduce your costs by comparing them with the expenses of other stores in your line. By such comparisons you may learn where your costs are too high.

U. S. Government Acts To Halt Unethical Encyclopaedia Selling

ORDERS ISSUED FROM the Federal Government to a group of encyclopaedia publishers to discontinue certain practices as reported in the *United States Daily* read like a compendium of unethical practices. Selling an encyclopaedia under several different titles when the text is identical is prohibited in an order from the Federal Trade Commission to Perpetual Encyclopaedia Corporation. This company as well as the North American Publishing Company, Inc., Source Research Council and others have been told to stop selling under any other name than "Source Book" an encyclopaedia which had been offered in various parts of the country as "Home and School Reference Work," "American Reference Library" and "Source Book," according to the *Daily*.

The same group is ordered to discontinue the means of advertising whereby encyclopaedias are offered as free gifts or as reserved as gifts for selected persons, nor are they to say that purchasers of the encyclopaedia pay only for looseleaf supplements to keep the books up-to-date or for the services of a research council for 10 years. They are not to require encyclopaedia purchasers to pay added sums for loose leaf supplements, the sale of which is ordinarily included in the sale contract, nor to advertise loose-leaf and research service as sold separately to others than encyclopaedia buyers who pay \$12 a year for it or any other price, when this is untrue.

Other price misrepresentations which are to be abandoned, according to the *Daily*, are asserting that the set is sold regularly for \$130 and that later on buyers will have to pay that for it, using contract forms or order blanks containing prices for the books or services greatly exceeding those intended to be charged and which do not inform purchasers of all charges for the encyclopaedia and services, and misrepresenting yearly rates.

The same companies have been told not to list persons as contributors, reviewers or members of consulting and research staffs, when this is not true, nor are they to advertise the encyclopaedias as edited and prepared by a society of 200 teachers or by

200 or more educators and scholars. They are not to describe their set as new and up-to-date when this is palpably not the case, nor to make any other false or misleading statements or comparisons with other sets. They are not to display sheets set forth as reproductions of magazine advertisements when these advertisements have not appeared. The salesmen of these companies have been told not to offer their sets as specially prepared for teachers and pupils, nor are they to tell parents that they have called in connection with their children's school work or at the request of their teachers. Salesmen are not to state that sets have been bought by persons who have actually not bought them.

Other prohibitions concern the use of fictitious firm or agency names on letters to obtain prospective customers, the concealment that such letters are from companies selling books, the representation that the encyclopaedia is sold on approval and that the purchaser can cancel his subscription if unsatisfied, when this is not true, the changing of contracts after they have been signed or representation of a contract as an informal paper, sending letters in the names of fictitious collection agencies, threatening to publish the names of delinquent subscribers, using letters or other documents prepared in a manner simulating legal processes to collect delinquent accounts, printing false copyright dates, and other malpractices.

Postmaster General Favors Return To Lower Postal Rates

AN EARLY RETURN to the former lower postage rate scale was favored by Walter F. Brown, Postmaster General, in an address to the National Association of Postmasters at Springfield, Mass., on September 15th. Mr. Brown pointed out that while it was not yet possible to determine to what extent adjustments had contributed to the present lowered volume of mail, postal revenues during July and August were about the same as last year, which, in view of the increased rates, indicates a substantial falling off in volume. For the fiscal year 1931 the gross postal deficiency was \$146,000,000 and the net deficiency was \$98,000,000, the Postmaster General stated.

British Celebrities to be Speakers On All-Star Broadcast Series

TEN LEADING BRITISH CELEBRITIES will be the speakers on a series of ten broadcasts "To an Unnamed Listener" which will be heard over the WABC Columbia network every Monday beginning October 10th from 4:20 to 4:40 P.M., E.S.T. The authors will speak from the London studios of the British Broadcasting Co. which will relay the program to this country.

"Ordinarily," says the announcement of this program, "the speaker at the microphone sees no audience, hears no applause; his phrases fall upon empty air and echo away into silence. Why not, for a change, give him a listener of his own choice—one to whom he can address himself directly?" So J. B. Priestley will talk "To a High-brow" and Harold Nicolson "To a Low brow." A. P. Herbert will give good advice "To a Home Secretary" and George Bernard Shaw will speak directly and, perhaps, none too gently, "To a Politician." Viscount Byng will have advice to give "To a Young Man" while the youthful Evelyn Waugh will retaliate with words of wisdom "To an Old Man." George Heard, a young scientist, will address himself "To a Doctor," Desmond MacCarthy "To a Daydreamer" and Stella Benson "To a Budding Novelist." The wind-up will be provided by Max Beerbohm whose unnamed listener remains a secret.

Offered As Ideal Library Edition

PRATT INSTITUTE FREE LIBRARY, whose Director, Edward F. Stevens, has been so actively interested in printing and book-making, has published what Mr. Stevens believes is a model library edition of "The Warden" by Trollope which is to be sold in general sale at \$2, the library price to be \$1.50. "The Warden" was chosen because a canvass has shown that this is one of the titles desired in the new edition by many libraries.

In announcing this undertaking the circular offers a gloomy picture of current bookmaking. "The Pratt Institute, observing with dismay the accelerating deterioration of its books, made humiliating by the recent collapse of its Alcove Collection, once hopefully brought together as a mani-

festation of the world's great literature, confident that books can be made worthy of the writings they embody, and be enduring and inexpensive, offers to libraries 'The Warden' by Anthony Trollope as typical of the great number of books of universal acceptance, which, having suffered neglect, appeal to librarianship for redemption in terms of honorable book-making."

The circular further argues, "Where copyrights expire or do not exist and authorship of the past becomes 'public domain,' there is set free a carnival of indiscriminate reprinting which, in endeavoring to make books inexpensive and accessible, often makes them contemptible by the debased character of their appearance and manufacture. No private library can tolerate upon its shelves printed makeshifts adapted to pockets and handbags. The cheapened reprints now taking the place of once 'standard editions' are not properly books but book substitutes unashamed, doomed to early dissolution by the seeds of decay inherent in them."

Mr. Stevens says he found thirty-one textual errors in the most highly endorsed edition of "The Warden" and fifteen in an edition which was finally chosen to follow.

"Decameron" Vindicated in Minneapolis Courts

THE COURTS IN Minneapolis have had before them a case involving the importation of Boccaccio's "The Decameron," and the United States District Attorney of Minneapolis admitted the book and eliminated the necessity of jury trial, as had been first planned to determine the book's moral qualification. Dr. Mabel Ulrich, for whose shop the book had been imported, hired counsel to prevent the destruction of the book demanded by the government. Her attorneys quoted court records of New York and Pennsylvania in support of their claim that "The Decameron" was a recognized literary classic publicly sold in the United States for years. In the same shipment which reached the Ulrich bookstore last spring was included Marie Stopes' "Married Love," and this book also on similar court citations was declared admissible.

Communications

BOOKSELLERS HAVE
ENTHUSIASMS

Ruth Sillman & Carol Truax,
Their Book Shop,
Colorado Springs, Colo.,
September 26, 1932.

Editor, *Publishers' Weekly*:

The heart of every bookseller, I feel sure, throbbed with gratitude when he read in Melville Minton's letter to the trade, dated September 13th, that instead of turning to the advertising, as he ordinarily does when he sees an article by a bookseller in a trade paper, he not only read but got "steamed up" over Mr. Jackson's contribution to the *Publishers' Weekly* of September 3rd. I am sure also that we all appreciate deeply his having this article reprinted and sent to us—I suppose that no more than 95% of the booksellers read it on publication and enjoyed it as much as did Mr. Minton.

Despite Mr. Minton's statement to the contrary, booksellers have their enthusiasms and because of them sell substantial quantities of this, that, or the other book. As to booksellers' care in buying titles in general we had understood that it was the feeling of the publishers as well as that of the booksellers that caution in this respect under present conditions was vital to the health and wellbeing of the booktrade.

RUTH A. SILLMAN.

A CORRECTION

The Studio Publications, Inc.,
381 Fourth Avenue, New York,
September 14, 1932.

Editor, *Publishers' Weekly*:

Our announcement of September 10, in your advertisement columns in error stated that Mr. W. S. Hall was "Managing Editor for W. E. Rudge, Publisher."

This should, of course, have said that Mr. W. S. Hall was *formerly* Managing Editor for W. E. Rudge, Publisher, his connection with them having ceased about six months ago.

I should be much obliged if you would insert this correction in your next issue.

F. A. MERCER,
President.

Obituary Notes

THE REVEREND DR. NORWOOD

THE REVEREND DR. ROBERT WINKWORTH NORWOOD, rector of St. Bartholomew's Protestant Episcopal Church, died of a cerebral hemorrhage at his home in New York City on September 28, aged 58.

Dr. Norwood was called to the fashionable St. Bartholomew's from the Episcopal Church of St. Paul, Overbrook, Philadelphia, in 1925. He was regarded as a liberal and presided over one of the largest parishes this side of the Atlantic. A poet and mystic, Dr. Norwood often declaimed in his sermons against materialism and materialists. Of modern literature he once said, "It is full of the beliefs of Saduceeism, but it has no soul." He was a member of the Poetry Society of America and the author of "His Lady of Sonnets" 1915, "The Witch of Endor" 1916, "The Piper and the Reed" 1917, "The Modernists" 1918, "The Man of Kerioth" 1919, "Bill Boram," 1921, "Mother and Son," 1925, all of which were published by George H. Doran, "The Heresy of Antioch," Long & Smith, 1928, "The Steep Ascent," Scribner, 1928, and "The Man Who Dared to be God" Scribner, 1929.

MRS. EDMUND WILSON

MRS. MARGARET CANBY WILSON, wife of Edmund Wilson, author and associate editor of *The New Republic*, died in Santa Barbara, California, on September 30th, as the result of injuries suffered in a fall.

Corrections

IT HAS BEEN CALLED to our attention that the *London Daily Express* Children's Annual mentioned on page 1043 of the issue for September 17th as being distributed in this country by H. R. Hugh of Buffalo, is also distributed, west of the Mississippi by the Grolier Bookshop, 211 Pershing Road, Kansas City, Mo.

In the Doubleday, Doran advertisement on page 1319 of the October 1st issue of the *Weekly* the statement was inadvertently made that Doubleday had taken over the entire Thorne Smith property. Robert M. McBride & Company informs us that they have been and still are the publishers of "Topper" and "Dream's End" both by Thorne Smith.

Spelling in the Atlas

PRODUCERS AND USERS of maps and atlases can obtain from the United States Geographic Board of the Department of State a list of the recommended spellings of nearly 2,500 names of countries, cities, provinces and rivers in foreign countries which has been issued in an effort to standardize the spelling of geographic names. This is the Government's first publication of this kind, and in making up the list the Geographic Board has collaborated with linguists, lexicographers, geographers and with business and publishing firms. The list gives both the official and conventional English form, as in the case of The Hague and 's Gravenhage, Firenze, and Florence. All names are cross indexed.

Among the important decisions that have been made are the recommended forms of Yugoslavia instead of the Italian Jugoslavia; Estonia, not Esthonia; Capetown instead of Cape Town; Tokyo instead of Tokio.

Notice to Control Card Users

THE FOLLOWING changes have been made in publication dates:

"Sons of the Martian" by Peattie (Longmans, Green) from Oct. 5 to Oct. 13.

"Calvin" by Moura and Louvet (Doubleday, Doran) from Sept. 21 to Oct. 26.

"The History of the Russian Revolution: Vols. 2 and 3" by Trotsky (Simon & Schuster) from Oct. 31 to Nov. 15.

"The Pascarella Family" by Werfel (Simon & Schuster) from Oct. 15 to Nov. 15.

"National Minorities in Europe" by Junghann (Covici, Friede) from Aug. 23 to Oct. 25.

Business Notes

CHATTANOOGA, TENN.—The Vogue Department Store at 719 Market St. has added a rental library. Harry Miller is the proprietor.

CHICAGO, ILL.—The Rental Library of Business Service will open November 1st at 108 N. Dearborn St. specializing in books on all business subjects and business texts. In addition to the rental library, they will have business books for sale.

J. La Marr will be manager, and requests publishers' catalogs and announcements by mail only.

DARIEN, CONN.—The Merry-Go-Round Circulating Library has been started recently by Mr. Knight of the Pelham Book Shop, Pelham, N. Y. It is a traveling library reaching Darien vicinity.

DECATUR, ILL.—Esther Bryant opened on September 13th the Community Rental Library, 1099 W. Main St.

LONGVIEW, TEX.—On July 1st the Peggie Renno Library was opened at the Hotel Longview.

LOS ANGELES, CAL.—The Pellissier Square Book Shop was opened by Edward R. Thurman at 912 S. Western Ave. in July.

LOS ANGELES, CAL.—Vanclive Travers will manage the Roberts Book Store at 148 No. Hayworth Ave.

NEWARK, N. J.—Mayonne Bayer has replaced Margaret Byrnes as manager of the book department at L. Bamberger & Co. on Market St.

NEW YORK, N. Y.—Merle Johnson, compiler of the "American First Editions" which will be published this month by the R. R. Bowker Co., has moved from 243 West 34th Street to 65 East 53rd Street. Mr. Johnson will carry on his specialization in American first editions.

NEW YORK CITY—The Robley Shops moved from 27 Greenwich Ave. to 35½ Greenwich Ave.

PORTLAND, ORE.—The Sharman Bookstore was opened at 124 Broadway by Graham Sharman. This is a new retail store and will act as Portland headquarters office for Sharman Rental Library Chain.

PROVIDENCE, R. I.—Helen Ballou Miller and Kelsey Ballou Sweatt have opened a bookshop called The Manor House at 255 Wayland Ave. The shop has a circulating library as well as gifts and jigsaw puzzles.

WEST PALM BEACH, FLA.—Mrs. Mae C. Ralston is now in charge of the book, stationery and greeting card department of the Morgan Stationery Company at 311 Clematis Street.

WINSTON-SALEM, N. C.—The Salem Bookstore at Salem Square was sold in September by the college to E. D. Snavelly, formerly associated with Watkins Bookstore.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Addington, Robert M.

History of Scott County, Virginia. 378p. il. O c. [Gate City, Va.] Author \$3.50

Aldin, Cecil Charles Windsor

Ratcatcher to scarlet [il. by the author]. 123p. il. (pt. col.) Q [32] [N. Y., Scribner] \$3.50

Advice to the young fox-hunter.

Alington, Cyril Argentine

Christian outlines; an introduction to religion. 132p. D '32 N. Y., Macmillan \$1.25

A discussion of Christianity as a theory which explains the world, as an historical institution, and as a guide to our own lives.

Aller, Catherine

Mendicant, and other poems. 58p. D c. N. Y., Walter Neale \$1.25

American historical prints; early views of

American cities, etc., from the Phelps Stokes and other collections. 362p. il. (pt. col.), maps obl. D '32 N. Y., N. Y. Public Library buck., \$25

[Anonymous]

A book with seven seals; preface by Hugh Walpole. 685p. D [32] N. Y., Farrar & Rinehart \$2.50

A chronicle of English family life in the later years of the Victorian era.

Anthology of modern Park Avenue poets. 48p.

O '32 N. Y., Paebur Co. \$2

Anthony, Alfred Williams, ed.

Trusts and trusteeships; the value, extent and flexibility of fiduciary purposes and powers. 120p. O (Wise public giving ser. no. 39) c. N. Y., Federal Council of Churches \$1.25

Aretz, Frau Gertrude Kuntze-Dolton Kirchheim

The elegant woman, from the Rococo period to modern times; tr. [from the German] with a preface by James Laver. 314p. (3p. bibl.) il. (pt. col.) O '32 N. Y., Harcourt \$5

A history of feminine elegance, of the wiles of seduction, of morals and culture from the mid-18th century to the present day, lavishly illustrated.

Aristophanes

The comedies of Aristophanes; 2 v. 300p.; 392p. il. (col.) O '32 N. Y., Rarity Press, 100 5th Ave. \$1, ea.

Auchter, E. C., and Knapp, H. B.

Orchard and small fruit culture; 2nd ed. 584p. (bibls.) O '32 N. Y., Wiley \$5

Babson, Roger Ward

Washington and the depression; including the career of W. N. Doak. 307p. diags. D c. N. Y., Harper \$3

An explanation of what the departments of the national government are doing to help the business man. With a special tribute to the Secretary of the Department of Labor.

Baby's first book; a picture book made by photographing things in the baby's own world. no p. il. F c. '32 Akron, O., Saalfeld Pub. Co. pap., 10 c.

Baikie, James, D.D.

Egyptian antiquities in the Nile Valley; a descriptive handbook. 900p. (2p. bibl.) il., map, diags. D '32 N. Y., Macmillan \$4.50

Describing the existing examples of Egyptian architecture in the Nile Valley from Alexandria to Meroe and the outstanding examples of Egyptian sculpture and painting.

Barrington, E., pseud. (Mrs. Lily Moresby Adams Beck) [L. Moresby, pseud.]

Anne Boleyn. 404p. D c. Garden City, N. Y., Doubleday \$2

The romantic and tragic story of Anne Boleyn, lovely, shrewd and ambitious, the most beautiful and vivid of all Henry the Eighth's six wives.

Bartholomew, Harland

Urban land uses; amounts of land used and needed for various purposes by typical American cities; an aid to scientific zoning practice. 190p. front., maps, diags. O (Harvard city planning studies, 4) c. Cambridge, Mass., Harvard \$3.50

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Beard, Annie E. S.

Our foreign-born citizens; what they have done for America; rev. and enl. by Frederica Beard. 405p. il. (pors.) D [c.'22-'32] N. Y., Crowell \$2

Beard, Daniel Carter

The American boys' book of bugs, butterflies and beetles; il. by the author [new and enl. ed.]. 374p. il. (pt. col.), diags. O (Woodcraft ser.) [c.'15,'32] Phil., Lippincott \$3

Beatley, Bancroft

Achievement in the junior high school. 106p. (bibl.) diagr. O (Harvard studies in educ. v. 18) c. Cambridge, Mass., Harvard \$2

Beatty, John Y.

On our farm; a picture-story book for children. no p. il. F c.'32 Akron, O., Saalfeld Pub. Co. pap., 10 c.

Photographs of animals and scenes about a farm, with descriptive text.

Benson, Thérèse, pseud.

The fourth Lovely lady. 312p. D [c.'32] Ind., Bobbs-Merrill \$2

No longer young, goodlooking, but a trifle too heavy, and with no money. Smif, the fourth and only unmarried one of the Lovely sisters, decided to become an adventuress.

Bent, Silas

Buchanan of "The Press"; a novel. 280p. D c. N. Y., Vanguard \$2.50

A novel about a newspaper man with three gods, his paper, his wife, and alcohol.

Boardman, Herbert R.

Henry Hadley: ambassador of harmony [biography]. 176p. il. D '32 Emory Univ., Ga., Banner Press bds., \$2.50

Bonner, Charles, jr.

The fanatics. 309p. D c. N. Y., Mohawk Press \$2

The story of the change that took place in the Canterbury family, a normal, exuberant small-town family, when Spooner, a male Carrie Nation, came upon the scene with his puritanical preachings.

Bontemps, Arna, and Hughes, Langston

Popo and Fifina, children of Haiti. 100p. il. O c. N. Y., Macmillan \$1.50

A story for children about the life of a little black boy and girl who lived on the Island of Haiti.

Brody, Catharine

Nobody starves; a novel. 286p. D c. N. Y., Longmans \$2

The story of Molly and Bill Redding, who work in a Detroit factory, and what happens to them during the depression.

Buranelli, Prosper, and others, eds.

The leviathan cross word puzzle book; a third anthology of cross word puzzles;

reprinted from cross word puzzle books, ser. 10-13. no p. D c. N. Y., Simon & Schuster \$2.50

Burrell, George Arthur

An American engineer looks at Russia. 324p. il. D [c.'32] Bost., Stratford \$2.50

A description of life in Soviet Russia as observed by the author during the eighteen months he worked there as an engineer.

Burton, Charles Pierce

Bob's Hill boys in the Everglades. 250p. il., map D [c.'32] N. Y., Holt \$1.75

The adventures of four Boy Scouts and their Scoutmaster in Florida.

Butler, William L., ed.

How to make grocery windows pay. 205p. il., diags. O [c.'32] N. Y., The Progressive Grocer, 79 Madison Ave. \$2

Caplin, Jessie F.

The lace book. 177p. (bibl.) il., diags. O c. N. Y., Macmillan \$2.75

Descriptions of the principal types of lace, both hand and machine made.

Casanova de Seingalt, Giacomo Girolamo

Casanova's memoirs. 290p. il. O (Famous classics of love) '32 N. Y., Rarity Press, 100 5th Ave. \$1

Cazamian, Louis ★

Carlyle; tr. [from the French] by E. K. Brown. 298p. O c. N. Y., Macmillan \$2.75

A biography of Thomas Carlyle by a professor of English literature at the University of Paris.

Clark, Elmer Talmage, and Cram, W. G., eds.

The book of daily devotion. 400p. O [c.'32] Nashville, Tenn., Cokesbury Press \$1.50

Selected biblical passages, religious verse and prayer for every day of the year.

Clark, J. G. D.

The Mesolithic age in Britain. 245p. (bibls. and bibl. footnotes) il., maps, diags. O '32 [N. Y., Macmillan] \$4

Collison, Wilson [Willis Kent, pseud.]

Shy Cinderella. 276p. D c. N. Y., McBride \$2

The story of two show girls who secure jobs as cook and servingmaid to a wealthy Long Island man whose wife has run away.

Colter, Eli

Three killers. 286p. D [c.'32] N. Y., King \$2

A western tale.

Cooper, Duff

Talleyrand. 396p. (bibl. notes) il. (pors.) O c. N. Y., Harper \$3.75

A biography of the fascinating French statesman and diplomat, Talleyrand, who was a leading figure in international politics in the last part of the 18th and early 19th centuries.

Arlitt, Ada Hart, comp.

The parents' bookshelf; a list of books for study groups; rev. ed. 8p. nar. O '32 Chic. Amer. Lib. Ass'n. pap., 5 c.

Cadwalader, Williams B.

Diseases of the spinal cord. 221p. O '32 Balt., Williams & Wilkins \$5

Cecil, Lord David

William Cowper. 19p. O (Eng. Ass'n. pamphlet, no. 81) '32 N. Y., Oxford pap., 70 c.

Clark and Douglas' cases on partnership. 758p. (Amer. caseb'k ser.) '32 St. Paul, West Pub. Co. lea. cl., \$5.50

Cook, Walter Wheeler

Cases on equity; 1 v. ed.; 2nd ed. 1243p. (Amer. caseb'k. ser.) '32 St. Paul, West Pub. Co. lea. cl., \$6.50

Cordell, Richard Albert

Henry Arthur Jones and the modern drama. 275p. D c. N. Y., Long & Smith \$2.50

A critical study of the dramatist who, with Bernard Shaw, John Galsworthy, Arthur Wing Pinero, J. M. Barrie and Oscar Wilde, was one of the pioneers of the modern dramatic movement.

Crew, Helen Coale [Mrs. Henry Crew]

The shawl with the silver bells. 255p. il. D c. N. Y., Macmillan \$1.75

The Quayles were a gypsy clan who wandered through picturesque England, but twelve-year-old Meg had vague memories of another kind of life. A story for young people.

Cross, Earle Bennett

Modern worship and the Psalter. 265p. (bibl. footnotes) D c. N. Y., Macmillan \$2

A literary, historical survey of the Psalms and an evaluation of their individual use in worship.

Crouse, Russel

Murder won't out; foreword by Alexander Woolcott. 281p. il. D c. Garden City, N. Y., Doubleday \$2.50

An account of twelve unsolved murders in the history of New York City from the killing of Elma Sands in 1799 to the strange death of Starr Faithfull in 1931.

Cullum, Ridgwell

Sheets in the wind. 471p. D [c.'32] Phil., Lippincott \$2

A tale of adventure and romance about a tall red-haired Scotch baronet who sailed around Cape Horn in a windjammer in order to uncover a drug smuggling enterprise.

Currie, Barton Wood

Booth Tarkington; a bibliography [lim. ed.]. 161p. il. O c. Garden City, N. Y., Doubleday \$5, bxd.

A bibliography of Tarkington's books and published drawings, together with some fine points on collecting Tarkington.

Dahlberg, Edward

From Flushing to Calvary. 293p. D [c.'32] N. Y., Harcourt \$2.50

A novel of life in a slum-suburb of New York.

Daugherty, Mrs. Sonia V. M.

Mashinka's secret; il. by James Daugherty. 276p. D c. N. Y., Stokes \$1.75

The story of a winter which a twelve-year-old Russian girl from the country spends in Moscow just before the Revolution.

D'Aulaire, Ingri Mortenson [Mrs. Edgar Parin D'Aulaire], and D'Aulaire, Edgar Parin

Ola [il. by the authors]. no p. il. (pt. col.), map F c. Garden City, N. Y., Doubleday bds., \$2

A picture-story book for children from 5 to 9 about a little Norwegian boy's adventures in the far north.

De Groat, Harry De Witt, and others

The Iroquois arithmetics for school and life; 3 v.; enl. ed. various p. il., diagrs. D [c.'32] Syracuse, N. Y., Iroquois Pub. Co. 80 c.; 84 c.; 88 c.

Also published in six volumes for grades 3-8, at 64 c. each.

Crowther, Samuel

Your money, \$. 32p. D '32 Garden City, N. Y., Doubleday pap., 25 c.

Delevanti, Arthur Cecil

Systematizing an attorney's office. 73p. Q '32 Chic., Callaghan & Co. \$5

De Leeuw, Adèle Louise

Rika; a Dutch girl's vacation in Java. 307p. il. D c. N. Y., Macmillan \$2

A story for older girls.

Depew, Arthur M.

The Cokesbury party book. 404p. (bibl.) D [c.'32] Nashville, Tenn., Cokesbury Press \$1.50

Fifty-two planned parties, including invitations, decorations, refreshments, etc., together with six hundred games and stunts.

Dewey, John, and Tufts, James Hayden

Ethics; rev. ed. 541p. (bibls.) D [c.'08, '32] N. Y., Holt \$3; students' ed., \$2.50

Dodge, Richard D., ed.

The lesson round table; a manual for the study of the International Sunday school lessons, improved uniform ser., 1933. 381p. S [c.'32] Nashville, Tenn., Cokesbury Press \$1.25

Douglas, O., pseud. [Anna Buchan]

Priorsford. 354p. D c. N. Y., Kinsey \$2

With her husband away, the charmingly young Lady Bidborough decides to take her three children and some of her friends to Priorsford, the old Scotch village she had left ten years before.

Dudding, Earl Ellicott

The trail of the dead years. 352p. il. O c. Wash., D. C., Prisoners Relief Soc., 201 E. St., N.W. \$2.50

The story of the author's experiences in prison and of his work after his release as the founder of the Prisoners Relief Society.

Duguid, Julian

Tiger-Man; an odyssey of freedom. 300p. il., map O [c.'32] N. Y., Century \$3

The life story of Sacha Siemel, an amazing hunter of the South American jungles who is known as Tiger-Man, and was encountered in the author's travel book, "Green Hell."

Duncan, Julia K.

Doris Force at Barry Manor, or, Mysterious adventures between classes. 218p. il. D (Doris Force ser.) [c.'32] Phil., Altemus 50 c.

A boarding school story for girls.

Doris Force at Raven Rock. 216p. il. D (Doris Force ser.) [c.'32] Phil., Altemus 50 c.

The adventures of Doris in the West while hunting up a land claim about which there is a mystery. For girls.

Duvoisin, Roger

A little boy was drawing [il. by the author]. no p. il. (pt. col.) O c. N. Y., Scribner \$2

Tommy was drawing, and suddenly his pictures came to life! A story for small children.

Eiker, Mathilde

Brief seduction of Eva; a novel. 309p. D c. Garden City, N. Y., Doubleday \$2

An amusing drawing-room novel of modern lovers —of Eva, faultlessly beautiful but not quite bright, of Frederick, her husband and of Lyddane, her suave, widowed sister-in-law, who decided to do something about Eva.

Doran, Marie

The education of Doris; a comedy in three acts. 90p. diagrs. D c. '32 N. Y., S. French pap. 50 c.

Earhart, Will

A guide to the teaching of the books of the great musicians. 20p. D '32 N. Y., Oxford 25 c.

Einspruch, Henry, ed.

When Jews face Christ. 188p. il. D [c.'32]
Balt., The Mediator, 1503 E. Baltimore St.

\$1.25

Thirteen sketches of Jews who were converted to Christianity.

Embree, Edwin Rogers

Prospecting for heaven; some conversations about science and the good life. 185p. O c. N. Y., Viking

\$1.75

A conversation between a group of leaders in the social sciences, as to man's future life on earth.

Emerson, Edwin

Hoover and his times; looking back through the years. 648p. il. O c. Garden City, N. Y., Garden City Pub. Co.

\$1

A non-partisan account of our country's development since the War, and an account of President Hoover's career. Illustrated with contemporary cartoons.

Emmett, Chris

Texas camel tales. 290p. (2p. bibl.) il. O c. San Antonio, Tex., Naylor Pr. Co.

\$2.50

Incidents growing up around an attempt by the War Department of the United States in the middle of the 19th century to foster an uninterrupted flow of commerce through Texas by the use of camels.

Everett, Millard S.

The hygiene of marriage; a detailed consideration of sex and marriage; foreword by Clara M. Davis, M.D.; introd. by T. V. Smith. 248p. (bibl. notes) O c. N. Y., Vanguard

\$2.50

Based on topics used in the author's orientation course at the Central Y.M.C.A. College in Chicago.

Evers, Helen, and Evers, Alf

This little pig. no p. il. (col.) obl. D [c.'32] N. Y., Farrar & Rinehart

bds., \$1

The story of a pink pig, who didn't like his curly tale, for children up to seven.

Ewen, Frederic

The prestige of Schiller in England, 1788-1859. 300p. (19p. bibl.) D (Columbia Univ. studies in Eng. and comparative lit.) c. N. Y., Columbia Univ. Press

\$3

This study traces the course of the literary reputation of the German author in England from 1788 to 1859 showing what it was that drew Englishmen to, or repelled them from, Schiller in those years.

Fanning, Nettie Bisbee

Uncle Gideon. 179p. front. D [c.'32] Bost., Stratford

\$2

A quiet story depicting rural life in a small Connecticut village in the last century.

Faris, John Thomson

The new Winning their way; boys who learned self-help. 447p. il. D '32, c.'09, '32 N. Y., Stokes

\$1.75

Faulkner, William

Light in August. 480p. D [c.'32] [N. Y.] Smith & Haas

\$2.50

A novel of passion, hatred and violence, laid in the South.

Feld, Rose Caroline

A young man of fifty. 250p. D [c.'32] N. Y., Dutton

\$2.50

A satirical comedy of an elderly philanderer and his patient and wise wife.

Feuchtwanger, Lion [J. L. Wetchcek, pseud.]

Josephus; tr. [from the German] by Willa and Edwin Muir. 504p. O c. N. Y., Viking

\$2.50

An historical novel of the great historian Flavius Josephus and of the turbulent days of Nero, Vespasian, and Titus, in Rome.

Fitzgerald, Zelda [Mrs. F. Scott Fitzgerald]

Save me the waltz. 285p. D c. N. Y., Scribner

\$2

The story of the marriage of an immature young southern girl with a successful young artist, and their life among the glittering places and people of Europe.

Foster, Charles H. W.

The Eastern Yacht Club ditty box, 1870-1900. 336p. il., map O c. Bost., Author, 15 State St.]

buck., \$5

A history of the Eastern Yacht Club of Boston, with many anecdotes and photographs of racing yachts.

Fyleman, Rose

Fifty-one new nursery rhymes; il. by Dorothy Burroughes. 106p. il. (col.) obl. O '32 c.'31, '32 Garden City, N. Y., Doubleday

bds., \$2

Gabrielson, Ira Noel

Western American alpinism. 289p. il., map O c. N. Y., Macmillan

\$3.50

A description of the flowering plants of our western hills and mountains, profusely illustrated.

Gasparri, Pietro, cardinal

The Catholic Catechism; tr. by Rev. Hugh Pope. 508p. (bibl. footnotes) O [c.'32] N. Y., P. J. Kenedy

\$1.60

Gebler, Robert T.

Get that job! a practical guide for the man seeking employment. 170p. D c. N. Y., Stokes

\$1

An expert in employment work discusses every phase of the problem for job seekers of all ages.

Gifford, James Noble

Flame in the wind. 302p. D c. N. Y., Wm. Godwin

\$2

The story of a neurotic Park Avenue debutante with too much money and too little responsibility who sought happiness through emotional experiments.

Indulge the lady. 312p. D c. N. Y., King

\$2

Ralph Brent led a drifting, dissipated life, until he met crippled, wealthy Phyllis Turner, who persuades him to become her husband. This is the story of their strange marriage.

Gill, Harriet Markham

Highways of Oregon, with scenes of the Oregon country [verse]. 65p. il. D c. [Washongal, Wash., Author]

\$1.50; pap., 50 c.

Glassow, Ruth Bertha

Fundamentals in physical education; a text-book for college freshmen and high school girls. 143p. (bibl.) il., diags. D '32 Phil., Lea & Febiger

\$1.75

Fisher, R. A.

The social selection of human fertility. 32p. S '32 N. Y., Oxford

70 c.

Gilbert, William Allen

A manual for the orthic keyboard. 84p. diags. Q '32 Spokane, Wash., Shaw & Borden Co.

\$1

Glenn, Isa [Mrs. S. J. Bayard Schindel]

East of Eden. 305p. D c. Garden City, N. Y., Doubleday \$2.50

A novel of a great beauty whose literary genius kept her out of Eden, told against the background of New York City.

Gourmont, Remy de

The physiology of love. 186p. O (Famous classics of love) '32 N. Y., Rarity Press, 100-5th Ave. \$1

Graff, William L.

Language and languages; an introduction to linguistics. 533p. (34p. bibl.) map (col.), diagrs. D c. N. Y., Appleton \$4

An introduction to linguistics designed to reveal the fundamental concepts and organization of the science of language to the beginning student and general reader.

Graham, Mrs. J.

Home decorative handicrafts. 326p. il. (col.) Q '32 N. Y., Pitman \$7.50

Grover, Edwin Osgood, ed.

Annals of an era: Percy MacKaye and the MacKaye family, 1826-1932; prefatory note by Gamaliel Bradford. 612p. (bibl.) front. (pors.) O c. Wash., D. C., Pioneer Press \$10; de luxe ed., \$20

A record of biography and history of an American literary family, in commentaries and bibliography, comprising records chiefly included in the MacKaye Collection at the Dartmouth College Library in Hanover, New Hampshire.

Groves, Ernest Rutherford

An introduction to sociology; new rev. ed. 753p. (bibl.) O (Longmans' social science ser.) c. N. Y., Longmans \$3.25

Haight, Elizabeth Hazelton

Romance in the Latin elegiac poets. 255p. (5p. bibl.) D c. N. Y., Longmans \$2.50

A study of the Latin love poetry of the Augustan Age.

Harolde, John

The light of Gravere. 56p. D [c.'32] Bost., Stratford \$1.25

Short stories and poems.

Hartshorne, Hugh

Character in human relations 381p. (5p. bibl.) diagrs. D c. N. Y., Scribner \$2.50

A discussion of the nature of character and an appraisal of the various means by which educators have tried to cultivate it in youth.

Helme, Eleanor Edith, and Paul, Nance

The Joker and Jerry again; il. by Cecil Aldin. 171p. il. (col. front.) O '32 N. Y., Scribner \$2.75

A story of two horses.

Hicky, Daniel Whitehead

Bright harbor. 92p. O [c.'32] N. Y., Holt \$2

A first book of verse.

Hine, Lewis W.

Men at work. no p. il. O c. N. Y., Macmillan \$1.75

Photographic studies of modern men and machines.

Hinshaw, David, and Albig, W. Espey

Stop, look and listen; railroad transportation in the United States. 315p. O c. Garden City, N. Y., Doubleday \$2.50

A history of American railroads, their past and present, and future outlook.

Hirschfeld, Al

Manhattan oases; New York's 1932 speak-easies; with a gentleman's guide to bars and beverages by Gordon Kahn; introd. by Heywood Broun. 83p. il. F [c.'32] N. Y., Dutton \$3.50

Thirty-six drawings, with short descriptions of the places illustrated and recipes for cocktails on the facing pages.

Hogg, Margaret H.

The incidence of work shortage; report of a survey by sample of families made in New Haven, Connecticut in May-June, 1931. 136p. (bibl. footnotes) front. (map), diagrs. O c. N. Y., Russell Sage Found. \$2.50

Holme, C. Geoffrey, ed.

Artists' country; commentary by G. S. Sandilands. 128p. il. (pt. col.) Q '32 N. Y., Studio Pub'ns \$3.50; pap., \$2.50

One hundred and fifty reproductions of fine water-colors, etchings, and drawings of scenes in the British Isles and many Continental countries, with texts describing the places pictured and giving information about the artists.

Holzworth, John M.

The twin grizzlies of Admiralty Island. 250p. il. D [c.'32] Phil., Lippincott \$2

The story of two Alaskan bears, their life in the wild, and in the San Francisco zoo. For children.

Homemaking, home furnishing and information services; reports of the Committees on

Homemaking-Housing and Family Life, Home Furnishing and Decoration, Home Information Services and Centers. 254p. (bibl. footnotes) il., maps, diagrs. O (Final reports of committees, v. 10) [c.'32] Wash., D. C., President's Conference on Home Building & Home Ownership \$1.15

Hosie, William G.

Sold; a novel. 284p. D [c.'32] N. Y., Macaulay \$2

The story of Eva whose life became entangled with vice, frame-ups and gangsters.

Gljelslev, Louis

Etude Baltique [philology]. 272p. Q '32 N. Y., G. E. Stechert pap. \$2.50

Gustafson, David

National and international organizations in the graphic-arts industries in the United States. 49p. (5p. bibl.) O (Amer. printing industry bull. no. 2) [c.'32] Pittsburgh, Author, Carnegie Inst. of Technology pap. 75 c.

Handy, Daniel N.

The creation and development of an insurance li-

brary. 37p. (bibl.) '32 N. Y., Special Libraries Ass'n \$1

Harper, Elsie D.

Unemployment's Humpty Dumpty. 8p. (bibl.) il. D '32 N. Y., Womans Press pap. 15 c.

Hedges, Ernest

Protective films on metals. 286p. il. O '32 N. Y., Van Nostrand \$5

Holding, Florence Polk

Oiseaux de passage [essay in French about Fontainebleau]. 93p. il. O '32 [N. Y., Brentano's B'k-store] pap. \$2

Hospitals and child health; hospitals and dispensaries, convalescent care, medical social service. 296p. O (White House Conf. on Child Health and Protection, section 1; medical service) [c.'32] N. Y., Century \$2.50

The reports of the Subcommittees on Hospitals and Dispensaries, Convalescent Care, and Medical Social Service on an investigation of the whole problem of the relationship of the hospital towards the health and welfare of children.

Housing and the community—home repair and remodeling; reports of the Committees on Housing and the Community, Reconditioning, Remodeling, and Modernizing. 306p. (bibl. footnotes) il., maps O (Final reports of committees, v. 8) [c.'32] Wash., D. C., President's Conference on Home Building & Home Ownership \$1.15

Hudson, Rev. Cyril Edward, ed.

Outlines of teaching sermons for a year; foreword by Archb'p of York; introd. by Bp. of S. Albans. 110p. (bibls.) D [c.'32] N. Y., Macmillan \$1.25

Israelsen, Orson W.

Irrigation principles and practices. 442p. O (Wiley agricultural engineering ser.) '32 N. Y., Wiley \$5

Jackson-Babbitt, Inc., and Gordon, Leslie, comps.

The new crusade; including a report concerning prohibition and fifteen centuries of liquor legislation. 322p. (5p. bibl.) O c. Cleveland, O., The Crusaders, Inc., Leader Bldg. \$2

An indictment of the present prohibition era by an organization, The Crusaders, whose aim it is to put an end to the bootlegger and the rule of the gangster.

Jacobsen, Einar W.

Educational opportunities provided for post-graduate students in public high schools. 79p. (bibl. footnotes) O (Contribs. to educ., no. 523) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

Johnson, Mrs. Martin

Jungle pets. 215p. il. O [c.'32] N. Y., Putnam \$2

Animal stories for children in which the wife of the famous African explorer tells about the many jungle pets she has had during her travels with her husband.

Jones, K. F., and Prichard, R. M.

In the Presence; a guide for communicants. 104p. S c. N. Y., Macmillan \$1.25

Kaye, James Ross

Through the Bible in two years; one hundred and four lessons based on the New analytical Bible and the Student's Bible guide and helps. 504p. O [c.'32] Chic., [Buxton-Westerman Co., 21 W. Elm St.] lea. cl. \$2

Kayser, Elmer Louis

The grand social enterprise; a study of Jeremy Bentham in his relation to liberal nationalism. 109p. (9p. bibl.) front. (por.) O (Studies in hist., economics and public law, no. 377) c. N. Y., Columbia Univ. Press \$2

By a professor of history at George Washington University.

Kennard, Joseph Spencer

Italian theatre; 2 v. 243p.; 313p. O '32 N. Y., Rudge \$12

Keyserling, Hermann Alexander, graf von ★

South American meditations; on hell and heaven in the soul of man; tr. from the German by Theresa Duerr and the author. 420p. (bibl. footnotes) O c. N. Y., Harper \$3.50

A philosopher's impressions of South America.

King, Gordon

The rise of Rome. 218p. (2p. bibl.) il., maps O c. Garden City, N. Y., Doubleday \$3.50

The story of Rome from the invasion of the barbarian Gauls to its Golden Age of Empire under Augustus Caesar, told in terms of the great personalities who contributed to its fame.

King, Grace Elizabeth

Memories of a southern woman of letters. 398p. front. (por.) O c. N. Y., Macmillan \$4

The reminiscences of the author whose New Orleans home was a social and literary center for many years and numbered among its guests such celebrities as Mark Twain, William Dean Howells, Julia Ward Howe, Thomas Nelson Page and Walter Hines Page.

Kirkbride, Ronald de Levington

River of souls. 95p. il. D [c.'32] Bost., H. Vinal \$2

Prose poems.

Knevels, Gertrude

Out of the dark. 312p. D [c.'32] Phil., Penn \$2

A mystery romance of spiritualism.

Knight (Dame Laura Johnson) [etchings].

12p. F (Masters of etching ser. no. 29) '32 N. Y., Rudge \$2

Hyman, Albert S., and Parsonnet, Aaron E.

Failing heart in middle life. 560p. (bibl.) il. (pt. col.) O '32 Phil., F. A. Davis \$5

Index to Ssu K'u Ch'uan, Shu Tsung Mu and Wie Shou Shu Mu; 2 v. 217p.; 210p. O (Harvard-Yenching sinological ser., index no. 7) '32 Cambridge, Mass., Harvard pap. \$2

Jacobs, Albert Charles

Cases and materials on the law of landlord and tenant. 931p. O (Property ser.) '32 St. Paul, West Pub. Co. lea. cl. \$6

Jenkins, Edgar B.

Index verborum Terentianus [vocabulary of Terence]. 196p. O c. Chapel Hill, N. C., Univ. of N. C. Press \$2.50

Jones, E. Taylor

Induction coil; theory and applications. 252p. (bibl. footnotes) il., diagrs. O '32 [N. Y.] Pitman \$3.75

Jones, Vernon

Syllabus in the psychology of character; questions for guidance in study. 79p. (bibls.) O [c.'32] Worcester, Mass., Clark Univ. pap. 95 c.

Kennedy, Ruth Lee

The dramatic art of Moreto. 230p. (8p. bibl.) O (Smith College studies in modern languages, v. 13, nos. 1-4) '32 Northampton, Mass., Smith College pap. \$2

Kent, Roland G.

The sounds of Latin; a descriptive and historical phonology. 216p. (bibl. footnotes) O (Language monographs, no. 12) c. Phil., Linguistic Soc. of Amer., Univ. of Pa. pap. apply

Knox, Rose B.

Gray caps. 314p. il. (col. front.) D c. Garden City, N. Y., Doubleday \$2

A Civil War story, laid in the South, for older boys and girls.

Krueger, Walter W.

Fundamentals of personal hygiene. 291p. il. '32 Phil., Saunders \$1.75

Kyne, Peter Bernard

Two make a world. 284p. D c. N. Y., Kinsey \$2

When Toby's wife runs away with a millionaire he takes a trip to the North where he is shipwrecked with a girl from Nevada.

Lauder, Sir Harry

Wee drappies. 254p. il. T ['32] N. Y., McBride \$1.50

The famous Scotch comedian tells some amusing stories.

Lawrence, Nancy M., and others.

Correlated studies in stenography; the correlation of business correspondence, English, office practice and shorthand. 269p. (3p. bibl.) D [c.'32] N. Y., Gregg Pub. Co. \$1.20

Lehmann, L. H.

Ex-priest and the riddle of religion. 302p. (bibl. footnotes) O [c.'32] Flushing, N. Y., Agora Pub. Co., Box 188 \$2.50

The story of the author's life as a priest in the Catholic Church, his reasons for leaving it, and a discussion of the past and future of religion.

Lenski, Lois [Mrs. Arthur Covey]

Arabella and her aunts [il. by the author]. 115p. il. (pt. col.) T c. N. Y., Stokes \$1

While her father and mother were away for four days Arabella's four aunts took turns looking after her. For small children.

Lewitt, E. H.

Hydraulics; 4th ed. 372p. il. D (Engineering degree ser.) '32 N. Y., Pitman \$3

Linderman, Frank Bird

Red mother. 256p. il. O [c.'32] N. Y., John Day \$3

The life story of Pretty-shield, an old medicine-woman of a Crow tribe of Montana, as she told it to the author.

Littlejohns, J.

Mountains and valleys. 24p. il. (col.) Q (Art for all water color ser.) '32 N. Y., Pitman bds., 75 c.

Locke, Clinton W.

Who hid the key, or, Perry Pierce tracing the counterfeit money. 212p. il. D (Perry Pierce mystery stories) [c.'32] Phil., Altemus 50 c.

For boys.

Lockwood, Francis Cummins

Pioneer days in Arizona, from the Spanish occupation to statehood. 401p. (bibl. foot-

notes) il., maps O c. N. Y., Macmillan \$4

The stirring history of Arizona, much of the material drawn from first hand sources, the letters and diaries of pioneers, and the personal narratives of people who played their parts in the making of the state.

Lodge, Henry Cabot, jr.

The cult of weakness. 181p. (bibl. footnotes) D c. Bost., Houghton \$1.50

Essays in which the grandson of the famous Senator pleads for government by the majority instead of by interested groups and outlines a modern political philosophy.

Lorbeer, Floyd Irving

Philosophy of light; an introductory treatise. 269p. (bibl. footnotes) D c. Los Angeles, Wetzel Pub. Co. \$2.50

An outline of the author's philosophy of life.

Lucas, Edward Verrall

Reading, writing and remembering; a literary record. 357p. il. O c. N. Y., Harper \$4

The personal reminiscences of a well known English writer who, as the directing head of the English publishing house of Methuen, looks back over a life rich in associations with celebrities in the field of arts and letters.

McCreery, James Lindsay

At the zoo and at home. 170p. il. O c. N. Y., Stokes \$1.75

Pictures and text describing the lives of many wild animals. For children from 8 to 12.

MacDonald, Philip [Oliver Fleming, Anthony Lawless, Martin Porlock, pseud.]

Rope to spare; an Anthony Gethryn detective story. 349p. D (Crime club) [c.'32] Garden City, N. Y., Doubleday \$2

Colonel Anthony Gethryn solves the mystery and murders in the doomed household of Adrian Conway.

McLaughlin, Joseph

An outline and manual of logic. 176p. D c. Milwaukee, Marquette Univ. Press \$1.50

A textbook for a first course in logic.

MacLeish, Archibald

Before March; il. by Leja Gorska. no p. front. (col.) D (Borzoi chap b'ks, no. 3) [n.d.] [N. Y., Knopf] pap., 50 c.

McNab, Allan

The picture book of rivers. 55p. il. (pt. col.), maps Q c. N. Y., Macmillan \$2

Pictures of the scenes along ten important rivers of the world, with a descriptive text of each, and maps showing the entire course of each river. For children.

Mader, Friedrich

Distant worlds; the story of a voyage to the planets; tr. from the German by Max Schachtman. 349p. il. O c. N. Y., Scribner \$2

Lord Flitmore invents a World-Ship on which he and a group of people visit Mars, Saturn, and a planet where the inhabitants are of a higher order than mankind. For older boys.

Lansing's select cases in chancery in New York. 1826-30 [lim., reprint ed. of original]. '32 N. Y., Clark Boardman Co. \$20

Lattes, Leone

Individuality of the blood, in biology and in clinical and forensic medicine; tr. by L. W. Howard Bertie. 420p. O (Oxford medical pub'ns) '32 N. Y., Oxford \$7.50

Lundahl, J.

On mental hygiene; from the Posthumous papers.

298p. O (Data psychiatricae and neurologica, suppl. 1) '32 N. Y., G. E. Stechert pap. \$2.50

Luxford, R. F., and Markwardt, L. J.

The strength and related properties of redwood. 48p. (bibl.) il., map, diagrs. O (U. S. Dept. of Agri. technical bull. no. 305) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

McDowell, Thomas

Vaulting; a book for teachers and leaders of gymnastic classes. 42p. O '32 N. Y., Oxford 75 c.

Magaffin, Ralph Van Deman, and Henry, Margaret Young, eds.

Latin—first year; rev. and enl. ed. 480p. (2p. bibl.) il. D (Climax ser., bk. 1) [c.'28, '32] Newark, N. J., Silver, Burdett \$1.48

Magoun, Frederick Alexander, and others

Problems in human engineering. 569p. front. (por.) D (Human engineering ser.) c. N. Y., Macmillan \$3.50

Fifty problems in business relationships that were presented to the class in Humanities at the Massachusetts Institute of Technology during the past two years.

Mark, Matthew

Blood of the lamb. 246p. D [c.'32] N. Y., Mohawk Press \$2

A novel that indicts present-day America as well as the modern military system.

Martin, Eugene

Randy Starr leading the air circus, or, The sky flyers in a daring stunt. 216p. il. D (Sky flyers ser.) [c.'32] Phil., Altemus 50 c. For boys.

Mason, Alfred Edward Woodley

The three gentlemen. 317p. D c. Garden City, N. Y., Doubleday \$2

A story of three gallant gentlemen and three lovely ladies whom they loved, laid in Roman times, at the time of the Spanish Armada, and in the present.

Mathieson, William Law

British slave emancipation, 1838-1849. 250p. (bibl. footnotes) O '32 N. Y., Longmans \$4.20

A continuation of the author's "British Slavery and Its Abolition, 1823-1838."

Matthews, Eric Christian

Modern show card lettering and sign painting. 100p. il. D c. St. Louis, Sign Pub. Co., 1934 Franklin Ave. flex. lea. cl. \$1.25

An instructive text in lettering which contains thirty alphabets, designs, layouts, etc.

May, Earl Chapin

The prairie pirates. 360p. il. D [c.'32] N. Y., Duffield & Green \$2

An historical novel of early Illinois days when Andrew Fowler and his wife left Baltimore to settle in Springfield. For boys and girls.

Means, Philip Ainsworth

Fall of the Inca Empire, and the Spanish rule in Peru: 1530-1780. 363p. (25p. bibl.) il., map O c. N. Y., Scribner \$4.50

Continuing the history of Peru where his "Ancient Civilizations of the Andes" ended, the author fully covers every aspect of Peruvian civilization down to 1780.

Mercer, F. A., ed.

Gardens and gardening, 1932; the *Studio* garden annual. 122p. il. Q '32 N. Y., Rudge \$4.50; pap., \$3

Meyer, Mrs. Annie Nathan

Black souls; a play in six scenes; foreword by John Haynes Holmes. 99p. D

[c.'32] New Bedford, Mass., Reynolds Press \$1.50; bds., 75 c.

The theme of this play, originally presented at the Provincetown Playhouse in New York, is the tragedy of the educated American Negro.

Meyer, Jerome S.

Mental whoopee; fall 1932 ed. il., map Q [c.'32] [N. Y., Simon & Schuster] \$1

A cardboard box containing seven pads of new "mental whoopee" games.

Miller, Rev. Minor Cline

The lost Bible [religion]. 196p. (3p. bibl.) D [c.'32] Bridgewater, Va., Va. Council of Religious Educ. \$1.50

Moholy-Nagy, L.

The new vision, from material to architecture; tr. by Daphne M. Hoffmann. 191p. (bibl. footnotes) il., diagrs. O [n.d.] N. Y., Brewer \$5

Presenting a modern theory of beauty and form in art as essentially useful, not merely aesthetic.

Nearing, Scott

Must we starve? 290p. (5p. bibl.) diagrs. O [c.'32] N. Y., Vanguard \$2.50

The author believes that the present social system cannot be saved and a new society should be built.

Neelley, John Haven, and Tracey, Joshua Irving

Differential and integral calculus. 504p. diagrs. D (Ser. of mathematical texts for colleges) c. N. Y., Macmillan \$4

Nordgren, Julius Vincent

The King of Kings; a course for juniors, ages 9-11, in vacation Bible schools and week-day schools of religion. 96p. map S [c.'32] Rock Island, Ill., Augustana B'k Concern 50 c.

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Treehaven. 343p. D c. Garden City, N. Y., Doubleday \$2

One of four sisters isolated on a California ranch falls in love with a married man but finds happiness at last.

O'Neill, Neville, ed.

The advertising agency looks at radio. 240p. D c. N. Y., Appleton \$3

Members of eighteen representative advertising agencies give their views on radio broadcasting as an advertising medium.

Palm, Franklin Charles

Calvinism and the religious wars. 126p. (7p. bibl.) D (Berkshire studies in European hist.) [c.'32] N. Y., Holt \$1

Patterson, Norma

The sun shines bright. 267p. D [c.'32] N. Y., Farrar & Rinehart \$2

The dramatic love story of a young Kentucky girl who is mother to her three orphaned brothers.

Manny, T. B.

What Ohio farmers think of farmer-owned business organizations in that state. 23p. O (U. S. Dept. of Agric. circular no. 240) '32 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Martin, Louis

How to become a radio service man; how to get

started and how to make money in radio servicing. 64p. il. (pt. col.), diagrs. O (Radio-craft lib., no. 5) [c.'32] N. Y., Gernsback Pub'ns bds. 50 c.

Palmer, Charles Walter, ed.

Radio kinks and wrinkles, for the service man, experimenter and custom set builder. 64p. il. (pt. col.), diagr. O (Radio-craft lib., no. 7) [c.'32] N. Y., Gernsback Pub'ns bds. 50 c.

Payne, E. George, ed.

Readings in educational sociology. 376p.
D '32 N. Y., Prentice-Hall \$3

Pelo, W. J., and others

Secretary's desk book. [Secretary's manual, and, Simplified dictionary; intermediate ed.]. 128op. D '32 Phil., Winston \$3.50

Perrin, Fleming Allen Clay

Psychology; its methods and principles; rev. ed. of Perrin and Klein's Psychology. 348p. (bibls.) diagrs. D [c.'26,'32] N. Y., Holt \$2

Pfeifer, William H.

The Bethlehem special, or, The Golden City unlimited; a juvenile playlet in three acts. 31p. D c. Bost., Meador 75 c.

Quinn, Vernon [Capine Vequin, pseud.]

Picture map geography of the world. 216p. il., maps (pt. col.) Q c. N. Y., Stokes \$2.50

A geography of the world, for children from 8 to 13, that is enlivened by many picture maps of the different countries, showing the natural resources, industries, products, etc., of each.

Rankin, Daniel S.

Kate Chopin and her Creole stories. 321p. (bibls.) il., map O c. Phil., Univ. of Pa. Press \$3

A study of the life and work of Kate Chopin, an American author of the latter part of the 19th century, together with eleven of her short stories.

Reese, Eugene Franklin

The Bible in my everyday life; a verse for each day selected by Charles G. Trumbull. 47op. D '32 Kansas City, Mo., System Bible Co. \$2.85

Regional Planning Federation of the Philadelphia Tri-state District

The regional plan of the Philadelphia tri-state district. 596p. il. (col.), maps, diagrs. Q '32 Phil., Author, 1420 Walnut St. lea., \$10

Reisiger, Hans ★

Restless star; the youth of Richard Wagner; tr. [from the German] by Maida C. Darnton. 332p. front. (por.) O [c.'32] N. Y., Century \$3

A study of the early life of the great musical genius through the Dresden period when his brief excursion into revolutionary activities brought about his banishment from Saxony and greatly affected his career.

Rigdon, Jonathan

The art of speaking. 320p. O c. Danville, Ind., Indiana Pub. Co. \$1.95

A textbook for colleges, normal schools, and high schools, and a handbook for individuals.

Rosenkranz, Hans ★

El Greco and Cervantes, two men in revolt; tr. [from the German] by Marcel Aurousseau. 204p. (3p. bibl.) il. (pors.) O '32 N. Y., McBride \$2.50

An interpretative study of a great artist and a famous author of 16th century Spain, who resembled each other in the intensity and success of their rebellion against convention.

Sakolski, Aaron Morton

The great American land bubble. 385p. (bibl. footnotes) il., maps O c. N. Y., Harper \$3.50

The amazing story of land-grabbing, speculations, and booms from Colonial days to the present time.

Sanblom, Lola

Silk purses [verse]. 47p. T [c.'32] [Montrose, Cal., Author, 2435 Florencita Dr.]

bds., \$1

Sassoon, Siegfried Lorraine [Sigma Sashün, pseud.]

Prehistoric burials; il. by Wistold Gordon. no p. front. (col.) D (Borzoï chap b'ks, no. 1) [n. d.] [N. Y., Knopf] pap., 50 c.

The first of a new series of unpublished poems by important contemporary poets. Each Chapbook will have drawings or decorations by an artist of note, will be finely printed, with colored paper covers and an envelope to match, ready for mailing. See also, MacLeish, Teasdale, and Warner.

Savelle, Max

George Morgan, colony builder. 28op. (10p. bibl.) il., map D c. N. Y., Columbia Univ. Press \$3.25

A biography of Colonel George Morgan, an 18th century American business man, Indian agent, colonizer, agriculturalist and writer.

Schmalhausen, Samuel Daniel, ed.

Our neurotic age; a consultation. 546p. O [c.'32] N. Y., Farrar & Rinehart \$4

Joseph Jastrow, Frances and Mason Merrill, V. F. Calverton, Pierre Loving, C. Hartley Grattan and many others contribute articles on the new beliefs and hopes of this neurotic age, which are so different from the values and faiths of past generations.

Schmidt-Pauli, Elisabeth von ★

Saint Elizabeth, Sister of Saint Francis [tr. from the German by Olga Marx]. 286p. (3p. bibl.) D [c.'32] N. Y., Holt \$2.50

The story of the Hungarian princess, who chose to be a Sister of Saint Francis rather than Barbarossa's Empress.

Scott-James, Rolfe Arnold

Personality in literature, 1913-1931. 230p. D '32 N. Y., Holt \$2

Essays on Shaw, Wells, Bennett, Chesterton, some modern poets and on certain modern aspects of literature.

Sears, Laurence

Responsibility; its development through punishment and reward. 207p. (3p. bibl.) O c. N. Y., Columbia Univ. Press \$2.50

An analysis of those types of moral control or education which aim at the development of responsibility.

Seaver, James Everett

A narrative of the life of Mary Jemison, the white woman of the Genesee; rev. by Charles Delamater Vail; 1932 ed. 459p. (bibls.) il., maps D '32 N. Y., American Scenic & Historic Preservation Soc., 475-5th Ave. \$2

Rose, Leon H.

New Jersey State bar examinations, 1914-1932; questions and answers, with authoritative citations; rev. ed. 668p. O [c.'32] Camden, N. J., I. F. Huntzinger Co. buck. apply

Rothenberg, Charles, and Kopstein, Philip E.

New York law of alimony. 241p. O '32 N. Y., Prentice-Hall \$5

Salary and wage policy in the depression. 75p. '32 N. Y., Nat'l Industrial Conference B'd pap. \$1.50

Shaw, Charles Gray

The surge and thunder; trends of civilization and culture. 687p. (bibl. footnotes) il. O [c.'32] N. Y., Amer. B'k \$5
The story of mankind through the ages.

Shepherd, William Robert

Atlas of medieval and modern history. various p. maps (col.) Q '32 N. Y., Holt
lea. cl., \$3

Simonson, Lee

The stage is set. 602p. (12p. bibl., bibl. notes) il., diagrs. O [c.'32] N. Y., Harcourt \$5

A critical history of stagecraft, from the time of the Greek theater to the modern theater, and a discussion of its importance, by a director of the Theatre Guild.

Simplified candy making; the Henry P. Bull
book of candy formulas; with data and helps for the amateur candy manufacturer. 159p. il. O c.'32 Albion, Neb., Henry P. Bull Co.
flex. cl., \$1.50, bxd.

Smith, Chard Powers

Pattern and variation in poetry. 423p. O c. N. Y., Scribner \$4.50
An analysis of the principles underlying poetry and the enjoyment of poetry.

Smith, Gilbert

The Green Mountain Boys ride. 270p. il., map D [c.'32] N. Y., Century \$2
A tale of the adventures of the Green Mountain Boys of Vermont in the days when Colonel Ethan Allen rode at their head. For boys over 10.

Snow, Wilbert

Down East; poems. 97p. front. O c. N. Y., Gotham House \$2
Many of these poems have appeared in American magazines and newspapers.

Somerville, Edith Anna Oenone, and Ross, Martin, pseud. [Violet Florence Martin]

An incorruptible Irishman. 276p. (bibl.) il. O '32 Bost., Houghton \$4.50
An account, based on family records, of Chief Justice Charles Kendal Bushe and his wife, and their times, 1767-1843, one of the most brilliant periods in Irish history, written by his great-granddaughters.

Sorokin, P. A., and others, eds.

Systematic source book in rural sociology; v. 3. 765p. (bibl.) O '32 Minneapolis, Univ. of Minn. Press
lea. cl., \$6.50

Sterrett, Frances Roberta

Years of achievement. 320p. D [c.'32] Phil., Penn \$2
Three generations of the Dahl family had caught from Nicholina something of her pioneer spirit that had carried her from Norway to the wilderness of Minnesota in the '60's, so that at eighty she could look back through the years and at her family and call her work well done.

Stoddard, Theodore Lothrop

Lonely America. 374p. (bibl. footnotes) D c. Garden City, N. Y., Doubleday \$2.50
A startling and unpleasant picture of America's place in the world, one against the world, hated and despised.

Strange, Cecil

Marriage license. 279p. D [c.'32] N. Y., Covici, Friede \$2
Disillusioned after two unfortunate marriages, Rose decided to use her next marriage license as a weapon.

Styron, Arthur

The three pelicans; Archbishop Cranmer and the Tudor juggernaut. 420p. (4p. bibl.) front. O [c.'32] N. Y., Smith & Haas
buck., \$4

A satirical narrative biography of Henry the Eighth of England's famous Archbishop.

Susanne, comp.

Famous saddle horses; stories about the most important horses in the early day of the American saddle horse. 527p. il. O c. Louisville, Ky., Farmers Home Journal Co.
\$3; lea., \$5

A reference book for breeder and exhibitor.

Teasdale, Sara [Mrs. Ernst B. Filsinger]

A country house; il. by Herbert F. Roese. no p. front. (col.) S (Borzoï chap b'ks, no. 4) [n.d.] [N. Y., Knopf] pap., 50 c.

Terry, Dame Ellen

Ellen Terry's memoirs; with a preface, notes, and additional biographical chapters by Edith Craig and Christopher St. John. 382p. il. O c. N. Y., Putnam \$3.75
Ellen Terry's "Story of My Life," first published in serial form in 1907, completed by her daughter and Christopher St. John, who collaborated with her on the original book.

30-32

High low Washington. 268p. D c. Phil., Lippincott \$2.50
Two anonymous writers turn the searchlight on our national capital, discussing persons, issues and events of current interest and analyzing our present national and international predicament.

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Dr. Hathaway wanted Sheila Austin to get his patient, Trent Kimball, interested in her so that he would give up drinking. Sheila agreed, but complications ensued when the doctor saw his plan working too well for his own interests.

Thompson, Mrs. Mary Wolfe

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Sever, James Warren, M.D.

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lea. cl. \$2.50

Sicard, J. A., and Forestier, J.

The use of lipiodol in diagnosis and treatment; a clinical and radiological survey. 231p. O (Oxford medical pub'ns) '32 N. Y., Oxford \$4

[Sumner, William Graham]

The forgotten man [a reprint of an address given by William Graham Sumner in 1883]. 31p. D [c.'19] New Haven, Conn., Yale
pap. 10 c.

Thomason, Calvin C.

Economic problems and cases; 3rd ed. 96p. O c. Rochester, N. Y., Rochester Athenaeum & Mechanics Inst. \$1.75, loose-leaf

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The adventures of the black Duse. 289p. il. O [c.'32] [Wash., D. C., Author, 1838 Lamont St., N.W.] \$2

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Tousey, Sanford

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A picture-story book of the old West, for children up to nine years.

Tranbarger, John C.

Practice in the fundamentals of printing. 216p. (bibl.) il. (pt. col.) D c. Terre Haute, Ind., Author, 1629 S. 11th St. \$1.50

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Articles from the classroom. 274p. (bibls.) O c. Tallahassee, Fla., Rose Pr. Co. \$1.75

Fifty-five articles written by college undergraduates for English and journalism courses.

Walker, Franklin

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The life of the author of "The Pit" and "McTeague," who, though he died at an early age, influenced modern American literature.

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Why worry? rev. and enl. ed. 307p. front. (por.) D [c.'07-'32] Phil., Lippincott \$1

Wann, Louis

Effective English; a handbook of composition. 484p. S '32 N. Y., Prentice-Hall \$1.40

Warner, Sylvia Townsend

Rainbow; il. by Ervine Metzl. no p. front. (col.) S (Borzoi chapb'ks, no. 2) [n. d.] [N. Y., Knopf] pap., 50 c.

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Whitney, James Pounder, D.D.

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Old and Rare Books

A Weekly Department

THREE NEW SECTIONS of the "Dictionary of Books Relating to America" have been received from the Bibliographical Society of America. This is the great work begun by Joseph Sabin, continued by Wilberforce Eames and completed by R. W. G. Vail. The three parts just received are 131, 132 and 133 and cover from Southern to Squier.

THE BIBLIOGRAPHY of Wyndham Lewis which John Gawsworth has issued through the Unicorn Press of London is something different in bibliography, as it gives an interesting critical comment in connection with very detailed bibliographical information. The works of Wyndham Lewis began with an edition of "Timon of Athens" and ended with "The Diabolical Principle." There are sixteen books in all covered in the bibliography.

THE WORKS OF A. Edward Newton, comprising over 60 volumes, have been presented to the Congressional Library by B. George Ulizio, a collector of Atlantic City, N. J.

THE FIFTH VOLUME of the great Gesamtkatalog der Wiegendrucke which covers from Breviary to Byenboeck has just been delivered from the publisher, Karl W.

Hierseman of Leipzig. This brings the number of incunabula entered up to 5831. The work lists the early books of all countries and publishing centers in one alphabet.

Auction Calendar

Thursday evening, October 13, at 8:15. First editions and literary autographs of American and English authors, including original manuscripts, etc. of Frank R. Stockton together with original drawings of A. B. Frost illustrating Mr. Stockton's books. (Items 235.) Newark Galleries, Inc., P. O. Box 1605, Newark, N. J.

Friday afternoon, October 14, at 2 o'clock. Valuable modern first editions, general literature, Americana. (No. 1468; Items 269.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

Catalogs Received

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Americana, books, pamphlets, manuscripts and maps. (New Series No. 13.) Henry Stevens, Son & Stiles, 39 Great Russell St., London, W.C. 1, England.

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Autographs. (No. 16 and 58.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

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Hospital—Location, Construction, Operation.

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University Musical Encyclopedia. Vol. 1.

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Norton. The Fight for Everest. Longmans, Green. 1925.

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STATE OF NEW YORK, ss.
COUNTY OF NEW YORK,

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Frederic G. Melcher, who, having been duly sworn according to law, deposes and says that he is Vice President of the R. R. Bowker Co., publishers of the PUBLISHERS' WEEKLY, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations printed on the reverse of this form, to wit:

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(My commission expires March 30, 1933.)
[Seal.]

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Special Attention

is directed to the following news item which appeared in the Publishers' Weekly of September 10:

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WORD HAS JUST been received from London that a recent fire in the publisher's bindery destroyed all the remaining stock of Whitaker's "Reference Catalog of Literature, 1932" and no more are to be had whatsoever. As this catalog was published only last month, this will be unhappy news for some of the dealers and libraries that need this collection of English publishers' catalogs and its useful Index volume.

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Forthcoming Issues

✿ ✿ ✿ Guy Holt, director of Whittlesey House, has written for an early issue a challenging article on the subject of the encouragement of the reading of books. Mr. Holt lists the several deadly sins of those who are connected in any way with book publishing and answers the question "why does so large a fraction of the reading public not only refuse to buy books but refrain from using those which in libraries are at their free disposal?"

✿ ✿ ✿

✿ ✿ ✿ The response to the new department, "Window Lights," has been so great and so enthusiastic that, for the time being at least, it will be run twice a month instead of monthly as announced. The second appearance of the department will be in next week's issue.

✿ ✿ ✿

✿ ✿ ✿ The issue for October 22nd will be the annual October Children's Book Number.

✿ ✿ ✿

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